



Press Release

Nottingham, 5 January 2009

DS becomes the UK division of Axiell Library Group

DS, the market leader in UK public libraries and archives and part of the Axiell Library Group AB since April 2008, has announced that from Monday 5th January 2009 it has changed its trading name to Axiell. All services delivered to customers will be unaffected by the name change and all current DS products will be fully supported going forward.

In 2007 a product development partnership between DS and Axiell Library Group AB was announced. Both businesses quickly recognised the synergies that existed between the two non-competing companies and the mutual benefit that would come from working more closely together. Following the merger of DS and Axiell, announced in April 2008, the DS business has been restructured and re-organised to further improve services to customers and make it easier to access the extended product set.

Axiell Library Group's CEO, Jerk Sintorn commented, "Changing the name of DS to Axiell is a logical step in the development of the two businesses. Axiell is the largest library supplier in Europe and the name is synonymous with product innovation and customer service. We are delighted to welcome all our UK customers to our internationally recognised brand. We are equally delighted that the Axiell brand can be strengthened through the incorporation of DS' significant expertise and experience"

Jim Burton, UK Managing Director of Axiell added, "The merger of the businesses is really paying dividends for our customers in the UK; our business is now more responsive to customer needs and better prepared to deliver new technologies more

quickly. We can add to our unique understanding of and focus on the UK market with the benefits of international knowledge and expertise and access to a wider pool of development and testing resources our product development has moved onto the fast track. A shining example of how our products are developing is Arena – our next generation library user environment that is due for launch at the end of Q1 2009. ”

All business contacts at Axiell in the UK remain unchanged and contact telephone numbers and postal addresses will remain the same. The new website address for Axiell in the UK is www.axiell.co.uk

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Notes to Editors

Axiell UK

Axiell UK, formerly known as DS, provides library software solutions to one third of local authorities in the UK, while over 350 customers use Calm, the system of choice for Archives, Museums and Records Offices. The company is a leading business solutions supplier to libraries, archives, museums and records centres. Under the name of DS, the business served UK local government for over 30 years.

Axiell UK offers its customers both software and hardware and a full range of implementation, and facilities management and integration services and the company continues to be a pioneer in software development for libraries.

www.axiell.co.uk

Axiell Library Group AB

Founded in the mid 1980's, Axiell was the first vendor in the Nordic countries to develop a local library management system. In 1996 it was one of the world's first suppliers to launch a complete graphic local library system which implemented all of the established library standards. This development has continued, and today Axiell Library Group is the world's fifth largest company in the sector, supplying IT systems and services dedicated solely to libraries as a target group and with its focus on library development.

Axiell develops technically advanced library management systems in close cooperation with its customers.

More than 700 municipalities are using Axiell's systems in their public libraries in the Nordic countries. Together with school libraries and special libraries Axiell's systems are used more than 3000 different places.

Axiell Library Group is a group company with four subsidiaries in Sweden, Denmark and Finland as well as the UK.

www.axiell.com

For more information contact

Axiell in the UK

Nigel Lancaster, Sales and Marketing Director

Tel. + 44 115 900 8000

Email: nigel.lancaster@ds.co.uk

Press Contact

Catherine Dhanjal, TheAnswer Ltd,

Tel: +44 1883 650434 or
+ 44 794 166 9925

Email:
Catherine.dhanjal@theansweruk.com

Axiell Library Group Contact

Jerk Sintorn, President, CEO

tel. +46 317 10 29 51/

+46 708 984 127

E-mail: jerk.sintorn@axiell.com

Press Contact

Lise Søderberg, Nordic Communication and Marketing Manager

tel + 45 3338 2520 or +45 2125 1426

E-mail: lise.soderberg@axiell.com

