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PRESS RELEASE

New partnership between Modulex and Add-On Products will strengthen leading position within dynamic sign solutions

The Billund based company Modulex who is one of world's leading manufacturers of state-of-the-art electronic sign solutions has entered into a partnership with Add-On-Products in Vejle who is developing software solutions for appointment planning and calendar administration.

The purpose of the partnership is to develop the "dynamic signs of the future", which means that Add-On Products will develop the Ariadne software platform that Modulex has developed. The Ariadne technology is developed to manage the information displayed on the signs and monoliths that Modulex is producing and delivering to its customers.

The main purpose of these sign systems and monoliths is to inform, guide or entertain employees, visitors and guests in companies, hotels, airports, conference centres and other places where people meet.

A distinct strengthening of the market position

Modulex' CEO, Henrik Scharling, says;

"We are facing a technological and market development where the customers' demands for electronic sign solutions are constantly increasing. This goes for the physical sign solutions, which is our core competence, as well as the underlying software managing the information displayed on the signs and the screens. We have therefore decided in the future to concentrate on developing the sign solutions and leave it to Add-On Products to develop the software which is where their core competences lie"

"Our expectations for this partnership are very high and our ambitions are to be able to offer our customers even more epoch-making solutions enabling us not only to maintain our position as market leader, but to develop it" says Martin Lassen, head of Products and Marketing, from Modulex.

Also Peer Astrup, CEO from Add-On Products, is looking forward to the new partnership:

"We have during the last couple of years been working closely together with Modulex on a number of projects and it has been an interesting and fruitful cooperation from which both companies have benefited. We know the market in which Modulex operates and we have the technical expertise which is necessary to be able to supply the solutions and the support that our customers expect."

The partnership agreement between Modulex and Add-On Products will be effective as per 1st April 2009. From this date Add-On Products will take over the responsibility of developing the Ariadne software platform from Modulex as well as supporting all Modulex customers using this platform.

More information:

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Modulex A/S

Modulex A/S is one of the world's leading suppliers of architectural sign solutions. The company was founded in 1963 and will until January 2009 associated with the LEGO Group. The company is known worldwide for its high product quality and elegant design.

The company was a front runner within digital signage and the Ariadne concept was one of the very first digital sign solutions introduced to the market. The concept has been strengthened and developed through the last decade.

Today Modulex has a great network of customers within all segments in more than 45 countries. The company is employing approx. 180 people and is distributing its products through a large, global network of distributors as well as through own sales consultants. The production facilities are placed in Billund.

Add-On Products

Add-On Products are developing and marketing extra functionality to Microsoft users in the form of market leading products such as Exchange Central, which is the world's most used group calendar including the resource booking solution Resource Central.

More than 400,000 users all over the world are making use of products delivered by Add-On Products to make their internal communication and planning more efficient.

Add-On Products is a Microsoft Gold Partner and has won several international awards for its products that have been rewarded with 'Peoples Choice' 4 times at Microsoft's yearly technical conferences.

Add-On Products is distributing its solutions through 150 dealers in 35 countries. The company is employing approx. 50 people; 11 of these are placed in Denmark and the rest in a development centre in Vietnam.