PRESS RELEASE

Lineup Systems forms partnership with Gothia Mediahouse Consulting

-Lineup Systems links with Gothia to provide online advertising solutions for the Nordic media market-

30 April 2012: Lineup Systems Limited, the international provider of advertising management and Customer Relationship Management solutions to the media industry, has formed a partnership with Gothia, the leading integration specialist for the Nordic region based in Linköping, Sweden.

The alliance will offer Lineup's suite of AdPoint products and ad serving platforms for media owners across the Nordic region, with Gothia offering a range of tailored services to customers through installation, training, system integration and on the ground support.

The affiliation between the two companies provides a strong complement of tailored media systems and responsive, local customer support to users across Sweden, Denmark, Norway and Finland.

Michael Mendoza, CEO, Lineup Systems comments:

"We recognised the need for leading edge ad solutions in the dynamic Nordic region and we knew that, as an established and respected consultancy, Gothia would make the perfect integration partner for Lineup. They understand the performance that our products are capable of delivering."

Jörgen Stock, co-owner of Gothia and responsible for Gothia Mediahus comments:

"We had been looking for an advertising system that could fulfil the requirements of a modern media house for quite some time. When we encountered AdPoint we found what we had been looking for. We are very proud to be system integrators for Lineup in the Nordic region."

-ENDS-

Notes to editors

Lineup Systems is an innovation led company, specialising in the development of digital advertising management, media solutions and services.

Lineup Systems' products are installed across 26 countries in 19 languages, and support more than 2000 advertising users and 96 of the world's leading publishers in achieving their goals. Over 300 print and online titles rely on Lineup Systems' solutions for their advertising, planning, editorial, pre-press and content management needs. Clients include Metro International, Time Out London and New York, The VICE Group, Archant, Village Voice Media Holdings and Abu Dhabi Media Company

Lineup Systems' team is drawn from a variety of international advertising backgrounds, representative of the print, digital and broadcast channels that the company supports, ensuring that industry expertise is the cornerstone of the business.

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Gothia is a consulting company that helps magazines, agencies, and marketing and communication departments to increase ROI by combining skills in communication, marketing and IT. They are advisors in organisational change, process development, competence development and procurement and implementation of new tools and supporting IT-systems.

Gothia Adb AB has two business areas - Gothia Mediahus, which helps publishing and media houses to reach the optimal media production; and Gothia MOM Consulting which consults in Marketing Operations Management (MOM) to help marketing and communication departments to increase capacity and quality and optimise internal efficiency.

Gothia comprises a unique collection of specialists with expertise in different parts of the publishing and media house processes. Together they master the flow from creation to distribution. From their two bases in Stockholm and Linköping they bring more than 20 years of experience from over 100 newspapers.

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