



Press Release (NasdaqOMX First North: 3L)

Solna, Sweden 2010-09-27

New Head of Business Unit 3L Media

Effective immediately Manuela Avantaggiato is appointed acting Head of Business Unit Media at 3L System Group based out of Stockholm, Sweden. Manuela is replacing Johan Rosenlind who will pursue tasks concerning strategic planning for the business unit. Manuela will report to the Group President & CEO and will be a member of the Group's Executive Management Team.

Manuela has been working for 3L System Group since 2004 and most recently headed 3L Media's US operations based out of the Dayton, OH office. Prior to 3L Media Manuela worked for Eniro where she, among much, was heading up Eniro's German operations.

-With Manuela's in-dept industry knowledge combined with her deep and thorough business- and process understanding, she very well fits our ideal picture and shoulders an important role for us and for our new and existing customers. This is particularly important in a time where many parameters in the local search and directory business are changing, says Fredrik Ruben, President & CEO, 3L System Group.

This change is one further step in the process of strengthening 3L Media's offering to its customers within Directory services, Local Search and Yellow Pages. This is particularly important when preparing and executing the necessary changes needed both today and for the future. These changes includes the ability to quickly change and adapt as the market climate evolves, including solutions for Social Media, the Internet and Mobile.

3L Media is the single largest Business Unit at 3L System Group. 3L Media provides systems and solutions to industrial players within the Local Search, Directory and Yellow Pages industries globally and is the systems provider for some of the leading companies within this space.

For more information:

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About 3L System Group:

3L System Group develops advanced software systems helping clients to achieve competitive advantages in a world where business and services increasingly take place online. 3L System offers client-specific solutions, product installation services as well as training and support. The 3L System Group Share is traded on NasdaqOMX First North and Avanza Bank is the company's Certified Adviser. www.3lssystem.com