

First North Report.



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Notabene.net A/S changes name to Guava A/S

As announced in First North report no. 97 of 22 January 2008, Notabene.net is changing its company name to Guava A/S. The future name strategy and group structure of the company is aimed at re-branding the entire Notabene.net group under a unified brand in order to appear as a unified company, thereby gaining significant synergy advantages.

In recent years, the company has conducted a disciplined acquisition strategy, through which 10 new companies and activities have become a part of the group in 2008. We have now achieved a size and depth in the group at which a name change is relevant and can provide considerable synergy advantages.

A new international agency with a focus on digital media and marketing performance

It is not simply a name change, however. Via mergers of the acquired companies, the company is now a new international marketing agency with branches in Denmark, Sweden and England. The company has more than 200 employees, of which 120 are located in Denmark.

The acquired companies all have one thing in common, which is that they have years of specialised experience in online marketing and the application of new digital media. Therefore, Guava is now able to offer a wide range of marketing competences in the areas of: communications strategy, development and execution of IT based campaigns, media purchasing and impact analysis.

The keywords at Guava will be "Marketing Performance". The company aims to be a trendsetter when it comes to gaining the maximum possible documented impact out of every cent that customers invest in marketing.

The group assists customers in the following competence areas:

Guava Insight & Strategy

The specialty here is insight and strategy that secures customers a solid basis for investing in marketing that reaches the target segments via all relevant channels of communication, including the effective digital channels, in which Guava has a great degree of expertise.

Guava Branding & Advertising

Here, the specialty is development and execution of branding and communications concepts that secure customers an attractive position on the market, an effective and constant stream of new customers and subsequent customer maintenance and additional sales. The company's ability to utilise digital channels of communication provides an advantage to the company's customers.

Guava Media & Search Marketing

The specialty here is affiliate marketing, search engine marketing (SEO & SEM), e-mail marketing, and mobile marketing, as well as usability/user experience and web analysis. The company has a significant position in Denmark, Sweden and England in these rapidly growing market sectors.

Guava Marketing Performance

Here, the speciality is delivering a complete marketing instrument panel that documents marketing performance with a high level of precision. The days of companies investing massively in marketing without actually being able to document the impact are over. Guava's expertise in digital media makes it possible to measure the impact of every single campaign with great precision.



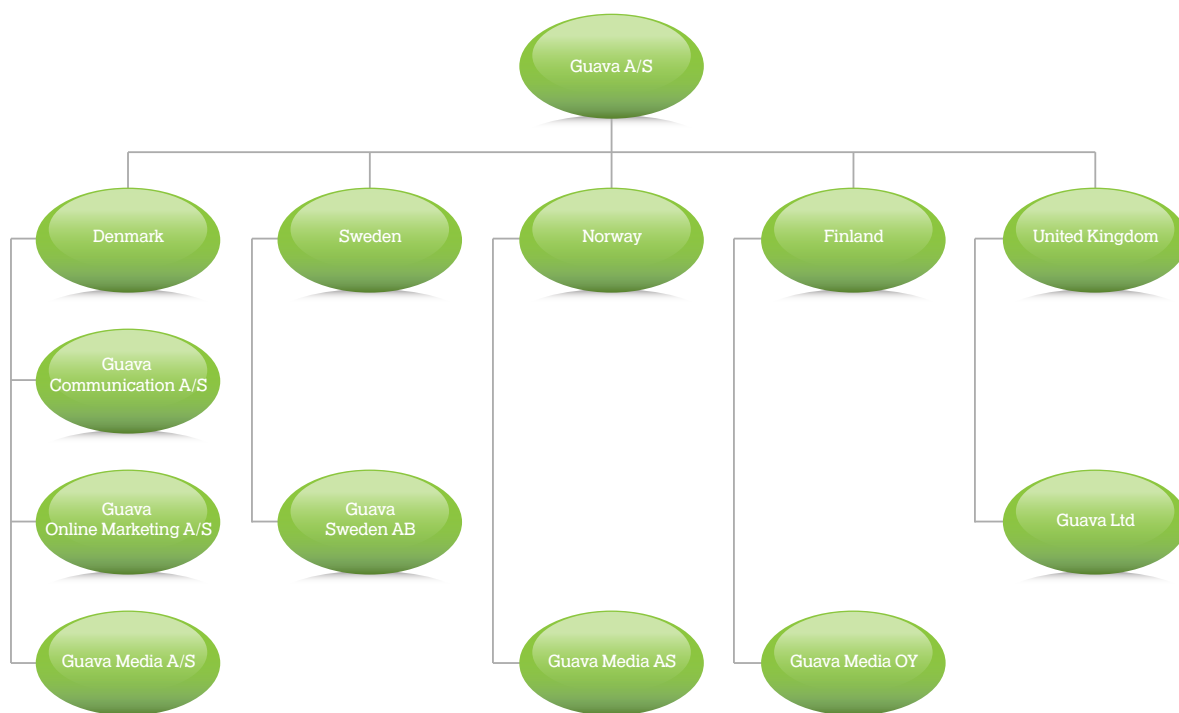
The four competence areas at Guava.

Company structure

In connection with the name change, the company has initiated a series of mergers of the acquired companies. When this process is completed, the company structure will appear as follows:

- Notabene.net Danmark ApS & The Milk ApS will become Guava Online Marketing A/S.
- Cubizz Communication A/S, CPH Group ApS and Atteno A/S will become Guava Communication A/S.
- Brand2Brand will become Guava Media A/S.
- SEO Logik AB will become Guava Sweden AB.
- Guava and Neutralize will become Guava UK.
- Companies in Finland and Norway will become Guava Media Oy and Guava Media AS.
- MM Media and Adfair will continue operations under their current names.

The above restructuring of companies will take place throughout 2008.



New graphic identity

In connection with the name change, the group has also adopted a new logo, website, and intranet across national borders and is marketing the name change in regard to customers, suppliers, shareholders and the market in general.

The company owns all relevant domain names in connection with the name change, including domain names that are relevant for Northern Europe and Guava.com, etc.



Guava's new logo and monogram.



Notabene shares change name on First North

As of today's date, the company is changing its name on First North from Notabene.net A/S to Guava A/S.

Best regards,

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