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Nocom Opens World's First e-Channel Center

On June 1, 2001, Nocom opens the world's first center for the integration of different digital communications channels. Nocom e-Channel Center brings together the Internet, mobile communications and satellite communications for intelligent distribution to existing terminal types such as personal computers, cellular phones, handheld computers (PDAs) and set-top boxes.

In cooperation with leading global players, Nocom can now provide companies with unique services for effectively building direct customer relations. Nocom e-Channel Center is engineered to provide the highest security and accessibility for companies' business-critical applications and information services. The center is the result of large investments Nocom made during the autumn and spring in furthering the company's strategy for providing effective solutions for electronic-based customer relations.

"New and more direct channels to customers increase companies' competitive powers, but the complexity surrounding the new e-channels requires professional management," says Anders Jonson, company founder and chairman of the board for Nocom AB.

"Technology must not take the upper hand. Customers should be able to concentrate on their core activities without needing to consider how their applications appear on a specific cellular phone. Our responsibility is to give customers a solution that is adapted to their customers, where the right information goes to the right customer, regardless of time or place."

Nocom e-Channel Center integrates four different infrastructures for networks: EDI, Internet, GSM/GPRS, and digital and satellite TV. Moreover, tools are available for integrating and optimizing business-critical systems for the respective e-channels, together with specific functions such as extremely high storage capacity for multimedia applications for TV, gaming and video.

"Nocom e-Channel Center is the product of Nocom's many years of experience in both Internet and mobile communications. That we are the first in the world with an e-channel center is an additional sign of the Nordic countries' leading position in the IT world," says Stefan Skarin, Managing Director at Nocom Communications and responsible for Nocom e-Channel Center.

"Both Swedish and international customers have already shown a great interest in our services – to enhance their customer e-relations and get cost-effective handling of e-channels."

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***Nocom e-Channel Center** provides businesses and collaborative partners with unique services for effective communications with their customers, regardless of time or place. Nocom e-Channel Center combines all digital channels so that companies can reach their customers in an effective manner and develop customer relations. By utilizing Nocom e-Channel Center, companies can focus on their core activities and cost-effectively establish and handle e-channels*

***Nocom AB (publ)** helps its customers to navigate profitably through technology shifts so as to maximize business benefits of having information available on users' terms. Nocom's operations are carried out in three business units: Nocom Communications, Tradevision and Nocom Travelutions. Nocom's operations are directed from main offices in Uppsala and the company has offices in Stockholm, Gothenburg, Oslo, Helsinki, Copenhagen, Riga, Warsaw, Frankfurt and London. Nocom shares have been traded on the Stockholm Stock Exchange O-List (NOCM-B) since 1999.*

***Nocom Communications** provides consulting services, software and other services such as ASP services, managed hosting, support, expert consultation and training. The unit's customers are Nordic companies within industry, telecom, banking and finance, commerce and media.*