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## **Fritidsresor chooses web analytics from Nocom subsidiary Webcontrol**

Webcontrol Sweden, a subsidiary of the Attract 40-listed Nocom AB, has signed a three-year agreement with Nordic-based Fritidsresegruppen, which is part of TUI AG, Europe's leading provider of tourism and travel-related services. Webcontrol will deliver products and services for web analytics to the tour operator's ten Nordic websites, including Fritidsresor's. The contract covers software from WebTrends, training and consulting services.

"WebTrends' software solution is both efficient and easy to use. Through Webcontrol we also gain access to the market's leading expertise in web analytics," says Mats O. Eklund, IT Director and responsible for Fritidsresegruppen's e-commerce strategy. "We evaluated a number of possible suppliers, but chose Webcontrol because they can assist us through the entire process and also offer qualified support and training."

Webcontrol's solution will now be used by Fritidsresor in Sweden with its sister companies Finnmatkat in Finland and Star Tour in Denmark and Norway, as well as Sportresor and Temaresor.

"Fritidsresegruppen has an ambition to increase the share of travelers who book their trips online. To achieve this, it is crucial that we can see and analyze how visitors actually use the website," says Tobias Svensson, President of Webcontrol. "With effective analytics, we can develop and improve the site in line with visitor behavior and preferences."

Uppsala-based Webcontrol has been an independent company in the Nocom Group since the beginning of 2006. Several key contracts were signed during the spring with clients such as SAS, Telia, Atlas Copco and Nobel Biocare.

For additional information contact:

**Tobias Svensson**      President, Webcontrol Sweden  
mobile:                    +46 (0)708 – 65 10 71  
e-mail:                     tobias.svensson@webcontrol.se

**Stefan Ström**            President & CEO, Nocom  
mobile:                    +46 (0)708 – 65 10 68  
e-mail:                     stefan.strom@nocom.se