

Press release

Linköping, Sweden, 9 July 2008

## **Factum Electronics wins major contract in Australia**

Factum Electronics AB today announced that it has won the tender to supply head-end systems for the roll-out of DAB+ broadcasting networks for commercial radio in Australia. This initial phase of the roll-out will cover 42 existing services and up to another 50 additional digital services in Adelaide, Brisbane, Melbourne, Perth and Sydney, the five major cities in Australia.

The equipment ordered consists of DAB+ audio encoders, data servers, and multiplexers for the five separate networks. The systems will include redundancy solutions and a comprehensive package of training and software development tools. The installation of the equipment will take place during the fourth quarter 2008 and it is planned that the stations will be on air by 1 January 2009.

“Once again we have been awarded a very prestigious contract and we are very proud to be entrusted to supply our DAB+ systems to commercial radio in Australia. This proves that our focus on customer needs and our development concept are appreciated by the market”, says Kenneth Lundgren, Managing Director, Factum Electronics AB.

Joan Warner, CEO of Commercial Radio Australia Ltd (CRA), the industry body of the commercial radio stations of Australia, comments; “It has been a competitive bidding process and Factum’s solutions best suited our needs for the initial roll-out into the major population centers in Australia, both from a technical and a commercial viewpoint. We trust that together with Factum we will make DAB+ a huge success in Australia“.

“This is the single largest order ever for Factum and it will have a very positive impact on the company. The roll-out in Australia is not just important for CRA and Factum but a significant milestone for DAB+ and the development of digital radio worldwide”, concludes Hans Runesten, Chairman, Factum Electronics AB and CEO, Effnet Holding AB.

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#### ***About Factum Electronics AB and Effnet Holding AB (publ)***

*Factum Electronics AB, a wholly owned subsidiary of Effnet Holding AB (publ), is a world leader in the areas of DAB (Digital Audio Broadcasting), DAB+, DMB (Digital Multimedia Broadcasting) and NICAM, digital stereo sound for television broadcasting. Factum Electronics develops and sells system solutions for signal encoding, decoding and processing and serves professional broadcasting customers in more than 40 countries. Additionally, Factum Electronics develops and sells middleware for receiver chip manufacturers and test & monitoring equipment. For more information about Factum, please visit [www.factum.se](http://www.factum.se) and more information about DAB/DMB/DAB+ is available at [www.worlddab.org](http://www.worlddab.org).*

*Effnet Holding AB (publ) is traded on First North NASDAQ OMX, under the ticker (EFFN) and its certified adviser is Remium ([www.remium.com](http://www.remium.com)). For more information about Effnet Holding AB (publ), please visit [www.effnetholding.se](http://www.effnetholding.se).*

#### ***About Commercial Radio Australia Ltd***

*Commercial Radio Australia Ltd (CRA) is the national industry body representing Australia’s commercial radio broadcasters. With over 260 member stations CRA represent over 98% of the commercial radio stations on air in Australia. For more information about CRA, please visit [www.commercialradio.com.au](http://www.commercialradio.com.au).*