

## PRESS RELEASE

Stockholm, 28 November 2006

### ENECTO AND EPiSERVER LAUNCH ADAPTIVE CONTENT

#### - THE WEBSITE THAT ADAPTS ITSELF TO THE VISITOR IN REAL TIME!

**Together with EPiServer AB, the Swedish company Enecto launches the web service Adaptive Content which makes it possible to adapt a website in real time according to the visitor's profile.**

The combination of Enecto's company database with EPiServer's web-publishing system makes an entirely new service available where websites are immediately adapted according to the profile of the visitor's company. Depending on for example, which branch the visitor works in, the start page is immediately adjusted with content which is relevant for that particular branch. The same type of adjustment can be done according to the size of the company, its turnover, geographical location, number of employees etc.

Advantages with this service are that websites can more quickly capture the visitor's interest while at the same time, the visitor thinks that the website feels more relevant. This in turn leads the visitor to spend more time on the website which makes it easier to get the right message out and thereby increase sales.

"More resources are being placed on websites and in increasing traffic to them. Our new service Adaptive Content results in increased sales and higher returns on investments in websites and advertising", says Magnus Larsson, CEO, Enecto.

"Enecto's Adaptive Content will be one of the building blocks in our commitment to what we call the Warm Website Initiative: the next generation of web systems", says Mikael Runhem, Partner Manager – Alliances, EPiServer.

*Enecto is based in Stockholm and is owned by the founders as well as Björn Nordstrands BUCHLA Gruppen AB. The company is active in software development, concentrating mainly on Internet-based information and sales tools. Enecto's two main products are ProspectFinder and Adaptive Content. The company has to date helped over 2,000 companies in 26 countries to increase sales.*

*EPiServer AB is a privately owned Swedish software company and is one of the leading companies in the field of web publishing systems. The EPiServer publishing system is used in more than 2,200 websites and intranets. 170 partner companies delivers EPiServer to customers around the world.*

For more information, contact:

Björn Sperling, Marketing Manager Enecto, telephone +46 8 505 365 43, [bjorn@enecto.com](mailto:bjorn@enecto.com), [www.enecto.com](http://www.enecto.com)

Mikael Runhem, Partner Manager – Alliances, EPiServer AB, telephone +46 708 55 88 99, [m@episerver.com](mailto:m@episerver.com), [www.episerver.com](http://www.episerver.com)