

Press Release

Copenhagen, 1 March 2010

Maconomy wins deals with film company and engineering firm

Two new Danish clients within the film industry and the engineering consulting industry have selected Maconomy. Maconomy's Danish subsidiary has once again proven that their industry knowledge within the creative agency world can easily include film companies as well while also proving that Maconomy is capable of helping mid-sized engineering consulting firms increase their profitability.

Maconomy has inked two new deals in Denmark, including the Copenhagen-based film production company Monday Media as well as the engineering consulting firm Hundsbæk & Henriksen based in Vejle.

Monday Media has purchased Maconomy's ERP solution and the resource and project management tool Maconomy People Planner for around 50 users, while Hundsbæk & Henriksen has selected Maconomy's ERP solution with specific customisations for the consulting industry for around 50 users as well.

"Maconomy's explicit goal is to be the leading provider of ERP solutions to the Professional Services sector. Our specialised knowledge of each individual industry allows us to customise our solution to give our clients the exact tools they need to improve their efficiency and profitability in their particular organisation," says Country Manager Rolf Hansen, Maconomy.

Acquisition creates need for ERP solution

Monday Media is a production company that recently acquired Bastard Film and Skandinavisk Film Kompagni. With multiple legal entities in the same organisation, Monday Media needed an ERP solution to get a full overview of their projects in all their companies for accurate and complete reporting. Using the solution from Maconomy, Monday Media is now able to plan the hours of full-time employees and freelancers, keep track of the resource needs on every project and better forecast budgets. All these features facilitate a better utilisation of the company's resources.

Optimal project follow-up and lean invoicing flow

Hundsbæk & Henriksen now has a fully integrated ERP solution customised for the specific project challenges faced by engineering consulting firms. The Maconomy solution provides Hundsbæk &

Henriksen with better project follow-up, a leaner invoicing flow and greater transparency across company departments.

“We are pleased with the two deals as they prove that our industry knowledge based on many years of experience has given us unique insight into the needs of our clients. This means we can design a solution that makes a difference for the client’s bottom line,” says Country Manager Rolf Hansen, Maconomy.

Both Monday Media and Hundsbæk & Henriksen expect to implement their new Maconomy solutions around April 1 this year.

Further information:

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Please note that this release does not affect Maconomy’s financial expectations for 2010.

About Monday Media (www.monday.dk)

Monday Media is a film production company that recently acquired Bastard Film and Skandinavisk Film Kompagni. The company produces films, documentaries, commercials and broadcasts football matches for the Danish CANAL9.

About Hundsbæk & Henriksen (www.hundsbaek.dk)

Hundsbæk & Henriksen is an engineering consulting firm. Hundsbæk & Henriksen was founded in 1959 and is involved in traditional engineering disciplines such as consulting for large-scale building construction and construction work all over Denmark; from conception to realisation of projects.

About Maconomy (www.maconomy.com)

Maconomy is a global supplier of industry-specific business solutions for Professional Services companies. Maconomy provides services to approx. 600 customers in 58 countries through offices in the U.S. and Europe, and through a comprehensive partner network. More than 126,000 users worldwide use Maconomy’s business solutions.