

**Press release**  
Stockholm, May 3th, 2010

## Addnode's subsidiary Technia enters into strategic partnership with Design Rule

**Stockholm, Sweden - Technia, a world class supplier of solutions for Product Lifecycle Management (PLM) and Design Rule, one of the leading PLM specialists in the United Kingdom, announced an expanded partnership agreement that enables Design Rule to distribute and support Technia Value Components (TVC) for MatrixOne and EnoviaV6 within the United Kingdom.**

Technia Value Components are designed to help companies improve end user productivity and reduce implementation time of Dassault Systèmes PLM solutions; spanning from the latest ENOVIA V6 to the previous Matrix based ENOVIA versions.

"The partnership with Design Rule is an important strategic step in Technia's expansion. We constantly seek partners with outstanding PLM knowledge who also share Technia's basic values of putting our customers first. Design Rule fits these criteria well and this agreement will strengthen our European footprint" says Ylva Berg, CEO, Technia AB.

"This welcome agreement with Technia is an important opportunity for us to strengthen our presence in the United Kingdom as the leading PLM solution partner for ENOVIA V5 and V6. Adding TVC to our portfolio strengthens our V6 offering and gives us the tools to enhance end-user productivity and adoption rate at ENOVIA customers, as well as delivering cost effective ENOVIA implementations" says Bob Hiller, CEO of Design Rule Ltd.

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### **For more information**

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### ***About Design Rule***

*Design Rule has a world-wide reputation as a leading supplier of Product Lifecycle Management (PLM) solutions for the management of a products entire product lifecycle from creation to EOL; with an emphasis on lean implementations suited to SME's. The company is a strategic partner to more than 40 UK based companies and has offices in Northampton and Bristol. Design Rule's customers include: Lotus Cars, GSK, Augusta Westland, Spirit Aerosystems, Spyker Cars, PALL Corporation, Norgren and Aggreko. For more information about Design Rule, please visit [www.designrule.co.uk](http://www.designrule.co.uk).*

### ***About Technia***

*Technia is a world-class supplier of Product Lifecycle Management (PLM) solutions for the creation and management of product information throughout the entire product lifecycle. Technia has about 200 employees and is a part of the Addnode group (listed at the OMX Nordic List, Small Cap). The company is a strategic partner to more than 200 Nordic companies and has offices in Sweden, Finland, Norway and North America. Technia's customer list includes: Ericsson, Electrolux, Forsmark, GE Healthcare, Haglöfs, Metso Paper, Mölnlycke Health Care, Nokia, Oticon, Scania, Sectra Mamea, Skanska, Sony Ericsson and SSAB. For more information about Technia, please visit [www.technia.com](http://www.technia.com).*