

Eastpoint AB: (publ) is Officially Finished with the Acquisition of Affiliator AB

NGM: EAST B Eastpoint AB: (publ) is officially finished with the acquisition of Affiliator AB. Affiliator helps companies to market their products via the Internet. Together with Affiliator will Getupdated (Daughter Company to Eastpoint AB) become a complete Internet marketing company with products like Search Engine Marketing, Banner Network and also affiliate marketing. The agreement was signed Jan 31/2007 and acquisition follow through in process February 1/2007, (a month earlier then announced).

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The acquisitions amounted to 10 500 000 SEK with payment amount to 70 000 000 newly emitted shares. The board has the authority for this through the share holders meeting. In addition Eastpoint will pay turnover related fees after every 6 respective 12 months. The cost for this is a maximum of 2MSEK cash payment. The three principals hold a technical option with a two year currency, corresponding 1,0% of the present number of shares which amounts to 1 090 873 138.

Affiliator is a young technical company with its own build affiliate technology and a fast growing network of affiliates. Both founders follow Eastpoint with the acquisition and they will continue to pass knowledge within the group.

- "With the acquisition of Affiliator we become the most complete Internet Marketing Company in Sweden. Via Eastpoint group 55,000 Clients in Sweden and Norway we already have an existing client base and advertisement settlement. Now together we can roll the concept through all of Europe. Our fist market after Sweden and Norway will be England" said Mattias Kaneteg CEO for Getupdated Internet Marketing.

- "It fulfils a complete solution to combine both Eastpoint's technique and existing client base along with our strategic expansion. Now we can give Advertising and Tradedoubler a good match" said Emil Paulsson, founder and CEO of Affiliator AB.

For more information, please contact:
Eric Forsner, CEO Eastpoint-gruppen
0706-016 518

Mattias Kaneteg, CEO Getupdated
0735-111 444

Facts about Eastpoint

Eastpoint's mission is to help companies develop their businesses on the Internet. A website should be

inexpensive to operate, user-friendly, have many visitors and, most importantly, generate business. We help our 55 000 clients with a whole range of services, including web hotels, hosting solutions, Internet marketing and web production with content management systems and e-shop solutions. The Eastpoint Group has 107 employees at offices in Stockholm (Årsta), Norrköping, Borås, Malmö, Kristiansand, Trondheim and Oslo. Eastpoint is listed on the NGM Stock Exchange. www.eastpoint.se

Facts about GetUpdated

GetUpdated AB is a wholly owned subsidiary of Eastpoint AB (publ). We are an Internet marketing agency focusing on search engine positioning and advertising on the Internet. Our primary goal is to generate traffic and create new business for our clients. GetUpdated has already helped numerous clients improve their online business. www.getupdated.com

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Contact Information

Mattias Kaneteg

Getupdated-Internet Marketing

<http://www.getupdated.com>

+46 8 506 77 100

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