

## Press Information

### Elephant Seven and CONTENS decide to collaborate as partners

*Munich, 24.09.2007 – The Elephant Seven Bielefeld GmbH and CONTENS Software GmbH, the Munich specialist for content management agree to collaborate as partners.*

CONTENS is a reliable partner for sophisticated content management products. The emphasis is on high user friendliness and maximum flexibility.

Next to the content management solution CONTENS, which is available in three versions, the company also offers the first real integration of a social network platform for innovative Web 2.0 applications with the social network solution CONTENS relate.

Roman Brinkmann, CEO of Elephant Seven Bielefeld GmbH comments "CONTENS Software GmbH is a very innovative company with a product range which is ideally composed for the market and offers an expedient addition to our competences."

Elephant Seven disposes of long standing know-how in consulting and integration of content management systems. In the past five years alone more than 100 WCMS projects for customers such as Deutsche Post AG, Montblanc, Dr. Oetker, Boris Becker, "Your Voice against poverty", or the mail-order pharmacy DocMorris were successfully realized.

"The outstanding expertise in the CMS field and the valuable experiences gained during innumerable online projects make Elephant Seven a powerful asset for the CONTENS partner net. We are looking forward to our mutual collaboration." comments Jörg Wilcke, member of the management at CONTENS Software GmbH.

## **About Elephant Seven**

Munich | Hamburg | Bielefeld | Barcelona | Bonn | Berlin

The Elephant Seven AG develops value enhancing communication and e-business solutions for brands in the fields telecommunications, automobile industry, financial service providers, logistics, lifestyle, and media for national and international companies. Elephant Seven develops solutions in the fields strategy consulting, marketing, communication, and technology for their customers. Elephant Seven disposes of longstanding know-how for successful cross-medial strategies, above-the-line as well as online advertising, intranet- or extranet applications, e-commerce, CMS- and CRM solutions, and IT architecture.

The multiply internationally awarded Elephant Seven AG has the following customers among others: Allianz, Audi, DaimlerChrysler, Deutsche Post World Net, Deutsche Telekom, Deutscher Ring, Doc Morris, Dr. Oetker, Dräger Safety, hagebau, Lycos Europe, Montblanc, Nintendo Europe, SEAT, Siemens, and Storck.

The Elephant Seven AG is listed under the cusip number 513 820 at the official market of the Frankfurt Stock Exchange. Further information is available under [www.e-7.com](http://www.e-7.com). Should you have any further questions, please do not hesitate to contact us.

## **About CONTENS Software GmbH**

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international firms.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS content management products are Adecco, Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, HVB Direkt, John Deere, the Swiss cantons of Aargau and Freiburg, Max-Planck Institutes, MVV Energie AG, the Oettinger Imex Group

(among others "Davidoff"), Peri, Ratiopharm, RTL, Schwyzer Kantonalbank, Siemens TS, the City of Biel, and T-Mobile.

## **Further information**

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