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## Yooba goes public!

### *Professional content management system for Flash now ready for commercial use*

**London and Stockholm, June 8<sup>th</sup> 2009** – Yooba Ltd today announced the full commercial availability of its revolutionary online Flash creation and management system, Yooba.

Yooba is a content management system (CMS) specially designed for Flash website content creation. As with CMSs for static content, Yooba puts full creative power over Flash, right down to the object level - but without the need for programming skills - into the hands of editors and others responsible for site content origination and maintenance. As Yooba behaves just like a conventional CMS, therefore, it is particularly intuitive and easy to use.

All work in Yooba is carried out via the user's web browser, so no software installation is required. As the editing environment - Yooba Studio provides the same features and functionality of costly industry-standard professional packages, it delivers substantial operational savings - a considerable benefit when communications budgets are under pressure, but businesses still need to maintain their communication channels.

As a Software-as-a-Service (SaaS) application, there are no licensing issues with Yooba and users are always working with the latest version. The SaaS structure also gives full scalability on pricing, to suit anyone from individual professionals to enterprise companies.

Once content is created, Yooba makes the efficient management of the Flash elements straightforward, which simplifies the scheduling and publication of created and edited material. This is carried out through Yooba's graphical admin dashboard, which gives users total control of Flash objects within a website at a glance, making it easy to update and change them as frequently as information and sales campaigns require.

David Nordin, Yooba's Managing Director, commented: "We want to enable creation of Flash-elements to complement the static content; to visualize and enhance information. With Yooba Studio, our users can still focus on what they do best, be they designers, agencies or editors. Thanks to Yooba, they can now get their work to the web in entirely new ways. We're bringing technology and creativity together, but with the emphasis on business values. We want to make it possible to have an increased presence and interactivity on the Internet, and with Yooba you really do get more bang for your buck."

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