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## PRESS RELEASE

### **JOTRON CONSULTAS AS selected by D/S NORDEN A/S, Copenhagen, as provider of software to support its fleet management operation.**

By a thorough and meticulous screening of what the market had to offer D/S NORDEN A/S selected the Norwegian-based Jotron Consultas AS as their future provider of fleet management software. The two parties have signed an agreement which includes rollout of latest v.4 of the Consultas Fleet Management software suite for fleet and office.



The software suite covers the following applications; C-Maintenance, C-Spares, C-Budget and C-Experience onboard, and C-Purchase, C-Budget C-Experience and C-Maintenance (Fleet version) for the office. The deal includes more than 30 ships operated and owned by D/S NORDEN A/S.

The new v.4 of Jotron Consultas Fleet Management software, just recently released to the market, is built on well proven functionality, but also represents a direction towards enhanced central decision making processes, supporting safety and more cost effective fleet operations.

The introduction of Dashboard with customized KPI reports based on role and responsibility is one of the news we have high expectations for together with our solution C-Experience for handling HSEQ matters. Apart of the project is also dedicated to a cooperative development project, to include several homebuilt systems to be replaced, including functionality for a Vetting module now to be included in C-Experience.

Mr. Lars Lundegaard, Senior Vice President in D/S NORDEN A/S states:

“Over the last few years, NORDEN has continued a fleet expansion to a level of more than 30 vessels, which means that both efficient and effective vessel management plays an increasing role for us. At the same time we have set ambitious goals for the quality and safety of our vessels that aim to maintain our leadership position. We think Consultas is the right tool for NORDEN and our fleet of vessels.”



Jotron Consultas AS are proud to be selected as also the future software provider to our good client D/S NORDEN. Jotron Consultas AS shall commence the project week 43/2011 and it is expected to reach its final completion by end August 2012.

**For more details please contact:**

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**About Jotron Consultas AS**

With 40 years' experience of the maritime industry, Jotron Consultas has developed a reputation as one of the leading specialist software providers for the sector. Our products are used by many of the world's leading shipping lines and maritime companies, helping and supporting them to provide and improve overall safety, operational efficiency and transparency in ship management systems. Our product range covers fleet management and Loading computer and we interface and integrate our solutions to a variety of ERP and financial systems on shore and automated systems on board.

Our ethos is all about making connections. In our role of connecting ships and shore offices, we bridge the gap between the Maritime and IT industries, connecting people in their daily work. Our long experience, stable ownership and dedicated team ensure that when you choose Jotron Consultas, you can rely on a solid connection!

Please visit [www.jotron.com](http://www.jotron.com) for more information.

**About D/S NORDEN A/S**

Dampskibsselskabet NORDEN A/S is an independent shipping company incorporated in Denmark and listed on NASDAQ OMX Copenhagen A/S as a part of the OMXC20 index. The market capitalisation at 12 May 2011 was DKK 7.8 billion. See current market capitalisation [here](#). NORDEN was founded in 1871, making it one of Denmark's oldest internationally operating shipping companies. NORDEN operates in dry cargo and tankers worldwide.

The management focus is long term and is based on NORDEN's vision, mission and values. The goal is for NORDEN to continuously develop for the benefit of its stakeholders and to achieve stable, reasonable earnings.



### **Dry cargo**

In dry cargo, NORDEN is active in all major vessel types. NORDEN is one of the world's largest operators of Handymax and Panamax dry cargo vessels and has growing activities in the Handysize, Post-Panamax and Capesize vessel types. The Company's Handysize and Post-Panamax activities are operated commercially by NORDEN Handysize Pool and NORDEN Post-Panamax Pool, respectively, which also operate vessels from Interorient Navigation Company Ltd. (INC), Cyprus. In total 147 dry cargo vessels (excluding INC vessels and single trip chartered vessels). More

### **Tankers**

In tankers, NORDEN is active in the Handysize and MR product tanker vessel types, in total 38 tanker vessels. More. The product tanker activities are operated through the Norient Product Pool, which is managed by the 50% owned Norient Product Pool ApS.

### **Fleet**

NORDEN's fleet is among the most modern and competitive in the industry and NORDEN operates a mix of owned and chartered tonnage in total 185 dry cargo- (excluding single trip chartered vessels) and tanker vessels. In addition NORDEN has a newbuilding programme (dry cargo 28, tanker 7). Dry cargo fleet. Tanker fleet

### **Offices around the world**

NORDEN has its head office in Hellerup, north of Copenhagen (Denmark) (207 employees incl. site-offices) and offices in Singapore (28), Shanghai (China) (14), Annapolis (USA) (16), Rio de Janeiro (Brazil) (2) and Mumbai (India) (4). At its offices NORDEN has in total 271 employees and about 810 are employed on the Company's owned vessels. Contact details

NORDEN was a founding member of the Danish Shipowners' Association in 1884 and has since been a member. Furthermore NORDEN is a member of the international organisations; Intertanko (The International Association of Independent Tanker Owners), BIMCO (The Baltic and International Maritime Council) and ICC Denmark (International Chamber of Commerce).

Please visit [www.ds-norden.com](http://www.ds-norden.com) for more information.