



Pageflex and VBS Expand Distribution Agreement

Marlborough, Mass. - January 10, 2011 — Pageflex, a division of Bitstream Inc. (**NASDAQ: BITS**, www.bitstream.com) and VBS have announced that VBS has been made a Master Reseller by Pageflex. Under this agreement, VBS will now sell and support the complete line of Pageflex products, making them the primary distributor of all Pageflex products in the Nordic region.

VBS has successfully distributed iWay technology since 2001. Under this new agreement, VBS will add Pageflex Storefront, Pageflex Server, and Pageflex Campaign Manager to the list of products they represent. This agreement makes VBS, along with our OEM partners, the primary source for Pageflex products and services in the Nordic region, including Sweden, Norway, Finland and Denmark.

Elly Perets, Vice President of Sales and Marketing for Pageflex said, "We have a long term relationship with VBS, they have been a loyal partner who has worked hard to sell and service the iWay product. This agreement builds on that success, expanding the range of Pageflex products offered by VBS and putting in place an agreement that can support future growth in this market. We look forward to continuing this positive relationship with VBS."

VBS is a 24 year old company based in Stockholm Sweden, specializing in solutions within web to print, cross media, MIS and photo book production. With a staff of professional technology consultants VBS supports customers throughout the whole Nordic region.

Anders Eriksson, Managing Director at VBS said, "Pageflex products are well known and respected in the marketplace, and adding these products to our portfolio enables us to better meet the needs of our clients. We are excited about the possibilities these products represent for VBS and envision a future with Pageflex."

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