

PRESS RELEASE

26th June 2001

**Media Information joins forces with Swedish company to form new
International Brand**

Media Information, the UK based public relations and marketing support services company has merged with Swedish company BIT to create a new international brand - Waymaker. The consolidation of the two organisations provides an integrated Public Relations and Investor Relations resource to assist clients in building relationships with their target audiences.

The new brand identity includes a four-part solution - Select, Publish, Collect and Analyse, enabling clients to choose the services they require, therefore tailoring the service offering to their individual needs. The solution includes services for **selecting** media contacts, **publishing** press releases and business information (including various forms of electronic distribution solutions), **collecting** the coverage from a campaign and **analysing** those results.

Neil Palfreeman, Managing Director of Waymaker in the UK stated “Historically, both Media Information and BIT offered clients comprehensive support tools and it is a logical progression to join forces to provide a one stop solution for their communication needs.”

More..

Continued..

Waymaker has over 7000 clients across Europe, providing comprehensive support tools primarily for the Investor Relations and Public Relations industries and forms part of the Communications division of the Swedish based company Observer Group AB.

Neil Palfreeman concludes, “With partners across Europe and in other countries, we now have a truly international network that can offer clients a real opportunity to achieve strategic communications with their domestic and overseas audiences.”

Waymaker’s new business concept is client focused and brings together the expertise and experience of two market leading companies.

For further details on Waymaker UK please contact Shelley Lovesay on

shelley.lovesay@waymaker.co.uk

www.waymaker.net

About Waymaker

Waymaker was formed through the merger of UK based Media Information (incorporating Mediadisk) and BIT of Sweden. Combined, the two companies offer more than 30 years experience in communications support, providing IR and PR professionals with integrated solutions. The four-part solution includes:

1. **Select** - enabling clients to identify target groups through a choice of access options
– online, desktop, CD-ROM, printed directories and list management. *More..*

Continued..

2. **Publish** – clients can publish their information by email, fax and a comprehensive wire service – as well as directly to their own home page via Waymaker's website.
3. **Collect** – this enables clients to collate the results from the exposure of the press releases, launches, reports and other information through presentation tools, coverage reports and archiving systems.
4. **Analyse** – clients can then evaluate the results of the information published by producing in-depth analytical reports.

With over 230 employees, Waymaker has offices in Chesham in the UK, Sweden, Denmark, Finland, Germany, and Norway. Observer AB has operations in 11 countries and is quoted on the O-list of the OM Stockholm Exchange.

ENDS