



## PRESS RELEASE

Observer AB is quoted on the Attract 40 section of Stockholmsbörsen's O-list and has approximately 30,000 shareholders

Stockholm, Sweden, November 14, 2001

### **Observer - Telephone conference on acquisition of Bacon's Information**

**Wednesday November 14, at 11 a.m. (CET)**

Observer AB invites you to participate in a telephone conference on the acquisition of Bacon's Information in the U.S., Wednesday November 14 at 11 a.m. (CET). Robert Lundberg, CEO and Per Blixt, Senior VP Corporate Communications, on site in New York City, will together with Anders Lundmark, CFO and Jan-Erik Jansson, M & A Officer, in Stockholm, participate in the conference.

In order to participate, please call +44 (0)20 8240 8244 and state code: Observer. Presentation materials will be available on [www.observergroup.com](http://www.observergroup.com) under news/presentations one hour before the conference or can be requested by e-mailing to [magdalena.ericsson@observergroup.com](mailto:magdalena.ericsson@observergroup.com).

Observer AB (publ)

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**Per Blixt**, Senior VP Corporate Communications, mobile phone +46 (0)70-549 28 08

Telephone playback of the conference call will be accessible for 5 days after the conference: Call: +44 (0)20 8288 4459, code: 687942.

This press release is also available online at: [www.waymaker.net](http://www.waymaker.net)