

PRESS RELEASE

Observer AB, quoted on the Attract 40 section of Stockholmsbörsen's O-list has approximately 26 000 shareholders.

Stockholm, Sweden, February 6, 2004

Telephone Conference on Year-end report 2003 Tuesday February 10, at 11.30AM (CET)

Observer AB invites you to participate in a telephone conference on the Year-end report 2003, Tuesday February 10 at 11.30 am (CET). Robert Lundberg, CEO, Anders Lundmark, CFO, and other group managers will participate in the conference.

In order to participate, please call +44 (0) 207 162 0184 and state password: Observer.

The Year-end Report will be published on Tuesday February 10, at approximately 09:00-09:30 am (CET).

Observer AB (publ)

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Replay

Telephone replay will be available until February 23, 2004.

Call: +44 (0) 20 8288 4459, Access code: 509 382

This press release is also available online at www.observergroup.com