



PRESS RELEASE

from Sifo Group, quoted on the O-list of the Stockholm Stock Exchange

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Sifo Group implements efficiency improvements in interview operations

In order to improve the efficiency of its telephone interview operations, the Sifo Research & Consulting Division has begun negotiations with the parties concerned, in accordance with Sweden's Codetermination in the Workplace Act, with the aim of consolidating its telephone interview centers (currently in Ronneby and Borlänge) in Ronneby.

According to Sifo Research & Consulting's calculations, concentrating the operations to Ronneby would lower its costs by approximately SEK 2 million a year.

"Competition in the market for telephone interviews is increasing and we want to be assured that we can offer our clients competitive prices," says Robert Kessiakoff, Head of the Sifo Research & Consulting Division. "By consolidating our telephone interview operations in one location, we have a better opportunity to enhance the business with more modern technology."

All employees in Borlänge will be offered job opportunities at the offices in Ronneby and Stockholm.

Sifo Research & Consulting, which has one of the largest telephone interview centers in northern Europe, conducted 565,000 interviews in Sweden in 1998.

Facts about Sifo Group

Sifo Group, which is quoted on the O-list of the Stockholm Stock Exchange, has three divisions: Observer Media Intelligence, which works with media and market research; Sifo Research & Consulting, which works with surveys and related consulting operations; and SMG Consulting, which is active in management and strategic consulting. Sifo Group has sales of over SEK 950 million and employs around 1,100 people in Sweden, Norway, Denmark, Finland, Germany and the Baltic states.

The Sifo Research & Consulting Division has over 300 employees and is the market leader in Sweden and a major player in Scandinavia in the area of surveys and related consulting services. Sifo Research & Consulting's operations are divided into the following business areas: Management of Intangible Assets, Brand Management, Market Development, RISC Nordic, Media and Opinion & Samhälle.



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For further information, please contact:

Robert Lundberg, President and Chief Executive Officer,
phone +46-8-625 15 43, e-mail robert.lundberg@sifogroup.se

Robert Kessiakoff, Head of the Sifo Research & Consulting Division,
phone +46-8-701 69 90, e-mail robert.kessiakoff@sifo.se