

PRESS RELEASE

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

Sollentuna, Sweden, August 16, 1999

Sifo Group sells telephone center in Borlänge

Sifo Group's Sifo Research & Consulting Division and Hermelin Research have reached an agreement whereby Hermelin Research will take over Sifo Research & Consulting's telephone interview center in Borlänge (in accordance with the press release dated July 1, 1999).

Sifo Research & Consulting has decided to concentrate its telephone interview operations in Ronneby, which is expected to lower its costs by approximately SEK 2 million a year.

According to the agreement, Hermelin Research is taking over the telephone interview center in Borlänge with its current staff and equipment. In addition, Hermelin Research has agreed to conduct telephone interviews on Sifo Research & Consulting's behalf.

"We look forward to a continued successful cooperation with Hermelin Research and are happy that the operations in Borlänge will be maintained," says Robert Kessiakoff, Head of the Sifo Research & Consulting Division.

"The long-term cooperation agreement with Sifo Research & Consulting means a great deal to us," says Carl Peter Bernström, President of Hermelin Research. "In addition, the contract gives Hermelin Research the Nordic region's largest capacity for data collection through telephone interviews."

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 970 million and employs around 1,100 people in the Nordic region, the Baltic states and Germany.

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 market research 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.

Facts about Hermelin Research

Hermelin Research offers high-quality data collection through telephone- and web-based interviews. Its market includes Sweden and the rest of the Nordic region, in addition to clients around the world. Hermelin Research's strategy is to offer a unique combination of services by specializing in the development of high-quality telephony technology. It currently has the capacity to handle around 7,000 interviews a day from 182 locations with a pool of around 400 interviewers. Hermelin has been ISO certified since 1998.

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