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Mr. Ilkka Wäck, New Managing Director of Eniro Finland

Master of Education, eMBA Ilkka Wäck, 47, is the new Managing Director of Eniro Finland corporation beginning May 2, 2005. Eniro is the leading search company in the Nordic media market. Among the channels are directories, directory assistance, Internet and mobile services.

Mr. Ilkka Wäck has recently worked as Managing Director of Inoa Finland. Prior to that he was Senior Vice President of TeliaSonera in Stockholm during 2002-2004. TeliaSonera is the parent company of several Nordic, Baltic and other international telecom companies e.g. in Russia, Eurasia and Turkey. During 2000-2002 Wäck worked at Sonera as Vice President advertising, brand and marketing.

Mr. Wäck has a strong experience of the media sector. He was Managing Director, CEO of Pool Media International during 1997-2000. In 1990-1997 he worked at Alma Media in several positions: as Ad Sales Director of newspaper group, Marketing Director of Iltalehti afternoon newspaper and Vice President digital activities and development. Alma Media is the second largest media corporation in Finland.

"It's a great pleasure for me to take on this demanding position. The search field goes forward very fast due to competition in directory media and search services. Competition brings developing and versatile services to customers at reasonable prices. I'm sure the traditional phone book will be around for a long time to come and we will further develop it to meet customers' needs in local and nationwide searching. Customer decides, which search media he or she uses in different situations, so we offer easy to use and comprehensive internet and mobile services even today", said Ilkka Wäck, Managing Director of Eniro Finland.

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www.eniro.com/fi

Eniro is the leading search company on the Nordic media market. Eniro offers advertisers the best channels for buyers and sellers that easily want to find each other - and thereby move users closer to transaction. Through deep, local and quality assured information ever present in channels preferred by the users, finding people, businesses or specific products becomes easy. Among the channels are directories, directory assistance, Internet and mobile services.

Eniro is active in northern Europe and have approx 4 900 employees. During 2004, Eniro's turnover was 4 918 MSEK. Eniro is listed on the Stockholm Stock Exchange.*

** In accordance with new principles as of January 1, 2004.*