

PRESS RELEASE

Observer AB is quoted on the Attract 40 segment of Stockholmsbörsen's O-list and has around 22,000 shareholders.

Stockholm, October 27 2005

Telephone Conference on Interim Report

- November 1, at 15:00 CET

Observer AB invites you to participate in a telephone conference on the Interim Report January-September 2005, Tuesday, November 1 at 15:00 PM (CET), Robert Lundberg, CEO, Gunilla Rudebjer, CFO and other managers will participate in the conference.

In order to participate, please call one of the following numbers:

UK dial in number: +44 (0) 20 7162 0125 US dial in number: +1 334 323 6203 Sweden dial in number: +46 8 505 201 14

Please note for Local Connect dial-in numbers – you must <u>always</u> dial the area code to enter the conference (e.g. even if you call from Stockholm you have to dial the area code "08")

State password: Observer Q3.

The Interim Report will be published on Tuesday November 1, at 8:30 am (CET).

Replay

Telephone replay will be available until November 15, 2005.

Reply numbers:

UK: +44 (0) 20 7031 4064 US: +1 954 334 0342 Sweden: +46 8 505 203 33

Access code: 680487

Observer AB (Publ.)

For further information, please contact:

Eva Rathsman, Corporate Communications, telephone: +46 70 611 81 87, +46 8 507 410 13, e-mail: eva.rathsman@observergroup.com

Observer AB

Observer is the world leader in media monitoring and communication evaluation. With Observer's services, clients can identify the right target groups, distribute information, and monitor and analyze their media coverage.