



PRESS RELEASE

Today, Friday, February 10, 2006, Niklas Flyborg takes over the position of President and CEO of Observer AB, as previously announced. At the same time his predecessor, Robert Lundberg, steps down from the position and as a member of the company's Board of Directors.

Stockholm, February 10, 2006

Observer AB (publ)

For further information, please contact:

Per Blixt, Senior VP Corporate Communications, telephone: +46 70 549 28 08, +46 8 507 410 12, e- mail: per.blixt@observergroup.com

Observer AB

Observer is the world leader in communication management and business intelligence. Its services enable clients to identify the right target audience, distribute information, and monitor and analyze their media image.

Observer AB is quoted on the Attract40 segment of Stockholmsbörsen's O-list and has around 21,000 shareholders. The company has around 2,700 employees and a turnover of slightly over SEK 1.8 billion in 2005. Observer operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

Observer AB
Corp. Identity No: SE556027951401

SE-114 88 Stockholm, Sweden
Telephone: +46 8 507 410 00
www.observergroup.com