



PRESS RELEASE

Observer AB is quoted on the Nordic Exchange and has around 21,000 shareholders.

Stockholm, Sweden, January 17, 2007

Further measures to reduce costs in Observer Anglo Europe

Following the weak development in Observer Anglo Europe, further measures to reduce costs will be taken. Balance sheet items, including goodwill, will also be reviewed.

Comment from President and CEO Niklas Flyborg:

“Despite a preliminary profit in Observer Anglo Europe for the full year 2006, the weak performance during the fourth quarter makes further measures necessary.”

More information will be given in the Year End Report on February 8, 2007.

Observer AB (publ)

For further information, please contact:

Niklas Flyborg, President & CEO, telephone: +46 8 507 410 10

e-mail: niklas.flyborg@observergroup.com

Observer improves clients' performance through integrated services and software solutions for reputation and campaign management, media monitoring and research of media contacts.

Observer AB is quoted on the Nordic Exchange. The company has around 2,700 employees and a turnover of almost SEK 1.8 billion in 2005.

This press release is also available at www.observergroup.com