



PRESS RELEASE

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

Stockholm, February 1, 2007

Telephone Conference on Year-End Report 2006 - February 8, at 11:00 (CET)

Observer AB invites you to participate in a telephone conference on the Year-End Report January-December 2006, on Thursday, February 8 at 11:00 (CET). Niklas Flyborg, CEO and Gunilla Rudebjer, CFO will participate in the conference.

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

UK dial in number: +44 (0) 20 7162 0025

Sweden dial in number: +46 8 505 201 10

State password: Observer

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

During the telephone conference a presentation will be held. To access the presentation please use this link:

<http://wcc.webeventservices.com/view/wl/r.htm?e=36404&s=1&k=FA1062A18ED040ED3CA3B570F64D4715&cb=genesys>

The Year-End Report will be published on **Thursday February 8, at 8:30 am (CET)**.

Replay

Telephone replay will be available until February 15, 2007

Replay numbers:

UK: +44 (0) 20 7031 4064

Sweden: +46 8 505 203 33

Access code: 736194

Observer AB (Publ.)

For further information, please contact:

Helena Palmgren, telephone: +46 8 507 417 04,

+46 70 32 417 04, e-mail: helena.palmgren@observergroup.com