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Eniro acquires 48.1% of bubblare.se

Eniro is increasing its investment in dynamic content in its Internet services with the acquisition of 48.1% of the shares in Netclips AB, which owns the video community bubblare.se. In conjunction with the purchase, Eniro will receive an option to acquire the remaining 51.9% of the shares.

At bubblare.se, users can view others' home videos and upload their own.

"We see exciting opportunities in video communities, video searches and video advertising. With this acquisition, we can increase the dynamic content of our services, primarily on our portals, but also in search services, such as eniro.se. Bubblare.se is a popular site in Sweden and will generate additional traffic to Eniro's other services," says Cecilia Geijer, Vice President of Eniro and soon to be Chairman of the Board of Directors of Netclips.

Bubblare is an Internet site where anyone can upload their film clips and view other people's clips. Bubblare was the first site in Sweden with such user-generated video and currently has a leading position as Sweden's largest video community.

"I am extremely pleased with this partnership and look forward to working with Eniro to develop Bubblare as a video community and Netclips as the Nordic region's leading supplier of user-generated video," says Oskar Kalmaru, President of Netclips.

The option to acquire the remaining 51.9 percent of the shares in Netclip AB may be utilized in 18 months at the earliest and not later than 24 months. Bubblare.se was started on September 1, 2006 and is also established in Norway, Finland and Denmark.

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Eniro is the leading search company in the Nordic media market. Eniro makes it easy to find people, businesses and products using directories, directory assistance, Internet and mobile services. Eniro's core markets are the Nordic countries and Poland.

Eniro is listed on the Stockholm Stock Exchange and has some 4,800 employees. In 2006, revenues amounted to SEK 6,697 M, with EBITDA of SEK 2,290 M.