

Press Release

September 8, 2000

Adera and CDG start collaboration in form of partnership

Adera and CDG (Context Development Group) signed a letter of intent on June 21 regarding Adera's intended acquisition of CDG.

Following discussions during the summer, the parties have now agreed to start collaboration in the form of partnership instead and to cancel the acquisition.

The collaboration, which partly already has begun with spin-offs of traditional companies and Internet start-ups, will continue under independent and business-like conditions.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of slightly more than 600 employees and has offices in Gothenburg, Stockholm, Ljungby and Värnamo – in Sweden – as well as Copenhagen, Oslo, London, Antwerp, Amsterdam, and Munich. Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

For more information, visit our new website: www.aderagroup.com

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