



observer

## PRESS RELEASE

from Observer AB, listed on the OM Stockholm Exchange's O-list

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### Observer form a new communications division

**The new division has a very strong base among clients in IR and PR. The operations currently include BIT in Sweden, Finland and Denmark as well as Media Information in the UK.**

The division offers clients in IR and PR a database of information on "who's who" in the media and financial world. In addition, the clients are provided with various forms of electronic distribution solutions, including the Internet, in order to distribute business information. Follow-ups on the effects of communication efforts are made in cooperation with Observer Media Intelligence.

The background to the establishment of a new division is increased focus on growth and internationalisation. The units forming the new division have reported a very strong growth rate in recent years.

**Stephen George**, Managing Director of Media Information in the UK, has been appointed Head of division. Stephen George will also be a member of Observer's group management.

Stephen George has been with Media Information for 12 years as managing director. Before that he worked for 3 years as Financial & Customer Services manager within Romeike & Curtice.

#### About Observer AB

Observer AB (formerly Sifo Group), listed in the O-list of the OM Stockholm Exchange, has its operations in media and market monitoring, analysis, evaluation, target group identification for, and distribution of, information for PR and IR purposes. Through SMG Consulting, Observer AB is also active in management and strategic consulting. On a moving 12-month basis, Observer AB has revenues of approximately SEK 1,1 billion and around 1,500 employees in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, Germany and the UK.

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