

**Press release**

Stockholm, September 22, 2000

**Mogul.com's acquisition of Finnish Media Momentum concluded**

Mogul's previously announced acquisition of the Finnish Internet consultant Media Momentum Oy has been concluded as an asset buy in accordance with a Board decision today. The acquisition involves the operations in the company and is being paid through a new issue of 170,000 shares in Mogul and SEK 2 million in cash.

Media Momentum was formed in 1994 and has ten employees. The company posted sales in 1999 of SEK 6.9 million and reported a positive operating result.

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