



PRESS RELEASE

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

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Observer Communications will establish a new operation in Germany

This spring, Observer will establish a new operation in Germany to accommodate its rapidly growing Communications division, which is expanding operations from the current platform in Scandinavia and the UK.

Observer's Communications division is one of the fastest growing units of the Group. For a while now, it has been active in the UK under the name "Media Information", and in Denmark, Finland and Sweden under the name "BIT".

With the new operation set up in Germany, Observer will be able to offer its customers in the PR and IR segments new database services and communications solutions that will enable them to distribute business information in one of Europe's most interesting markets. At the same time, customers in the UK and Scandinavia will get access to German information as well as channels to distribute their own information in the German market.

For some time now, Observer has led the German market in the area of media intelligence.

"The German market has great potential," says Observer's CEO, Robert Lundberg. "Besides, we can continue building on the customer base and infrastructure we already have in Germany."

About Observer AB

Observer AB (formerly Sifo Group), which is listed O-list of the OM Stockholm Exchange, has operations in media and market monitoring, analysis and evaluation, target group identification and the distribution of information for PR and IR purposes. Through SMG Consulting, Observer AB is also active in management and strategic consulting. Observer AB has a turnover of slightly over SEK 1.2 billion on a moving 12-month basis, with around 1,550 employees in the UK, Sweden, Germany, Finland, Norway, Denmark, Estonia, Latvia and Lithuania.

For further information, please contact:

Robert Lundberg, President & CEO, phone +46 8 507 410 10
e-post robert.lundberg@observergroup.com

Stephen George, Executive President and Head of the Communications division, phone +44 1494 83 03 18, e-mail steve.george@mediainfo.co.uk

Per Blixt, Senior VP Corporate Communications, phone +46 8 507 410 12/+46 70549 28 08,
e-post per.blixt@observergroup.com