



PRESS RELEASE

from Observer AB, listed on the OM Stockholm Exchange

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Observer strengthens its organisation

Observer is strengthening its organisation with the appointment of a new manager for consolidated Economics and Finance, as well as establishing a new support function for Mergers and Acquisitions.

Jan-Erik Jansson, the Group's current Finance Director, will in future focus purely on Mergers and Acquisitions, while Anders Lundmark is being appointed the new Finance Director.

Anders Lundmark is joining Observer from the Trelleborg Group, where he has worked most recently as Finance Director of the Trelleborg Industri business area.

The new organisational structure will come into force during the spring of 2001, at which point Anders Lundmark will also take up his new position.

"This change will entail an additional strengthening of our organisation, and is intended to make us better equipped for further international expansion," says Observer's Group CEO, Robert Lundberg. "I am pleased that Anders Lundmark is going to become part of our team. With his broad experience of international organisations, he will be an asset for Observer."

Facts about Observer AB

Observer AB (formerly Sifo Group), listed on the OM Stockholm Exchange's O-list, operates in the fields of media and market monitoring, analysis and evaluation, target group identification for and procurement of information for PR and IR purposes. Through SMG Consulting, Observer AB also conducts operations in the fields of management and strategy consultancy. On a rolling twelve-month basis, Observer AB has a turnover of just over SEK 1,200 million and employs around 1,600 people in the UK, Sweden Germany, Finland, Norway, Denmark, Estonia, Latvia and Lithuania.

For further information, please contact:

Robert Lundberg, President and CEO, Phone: +46 (0)8-507 410 10
e-mail: robert.lundberg@observergroup.com

Per Blixt, Senior VP Corporate Communications, Phone: +46 (0)8-507 410 12/
+46 (0)70-549 28 08, e-mail: per.blixt@observergroup.com