

PRESS RELEASE

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

Stockholm, Sweden, February 16, 2001

Observer - Telephone conference on the year- end report Tuesday February 20, at 3.00 PM (CET)

Observer invites you to participate in a telephone conference on the year-end report January – December 2000, **Tuesday Feb 20 at 3.00 PM (CET)**. Robert Lundberg, CEO, and Jan-Erik Jansson, CFO, will participate in the conference.

In order to participate, please call +46 (0)8 600 53 81 and state code 630024

For further information, please contact:

Monica Sedell, Communications Officer, phone +46 8 507 410 13/ +46 70 534 10 44, e-mail monica.sedell@observergroup.com

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