



PRESS RELEASE

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

Stockholm, Sweden, March 25, 2001

Observer's extraordinary general meeting votes to combine the company's A and B shares into a single class

An extraordinary general meeting of Observer AB decided on Wednesday to amend the articles of association such that all the company's shares will be of a single class. As a result, § 6 of the articles has been eliminated.

The decision regarding § 6 of the articles of association is subject to a vote by the annual general meeting of Bure Equity AB not later than June 30, 2001 to distribute all Bure Equity's Class A shares in Observer AB to its shareholders and that the record date for such a distribution has passed by ten business days. The decision will be registered with the Swedish Patent and Registration Office only after these conditions have been met, though not before July 31, 2001.

Because Observer AB has moved its head office from the municipality of Sollentuna to the municipality of Stockholm, the general meeting also decided to amend the articles of association to state that the Board of Directors will maintain its registered office in Stockholm.

Sollentuna, Sweden, April 25, 2001

Observer AB

The Board of Directors and the President

Facts about Observer AB

Observer AB (formerly Sifo Group), listed on the Stockholm Exchange's O-list, operates in the fields of media and market monitoring, analysis and communication-evaluation, target group identification for and procurement of information for PR and IR purposes. On a rolling twelve-month basis, Observer AB has a turnover of more than SEK 1,100 million and employs around 1,800 people in the UK, Sweden Germany, Finland, Norway, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

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