



Stockholm, 3 May 2000

PRESS RELEASE

The christening of SEB's Volvo Ocean Race yacht to be broadcast live on the Internet

See Crown Princess Victoria christen the yacht

On Friday 4 May, SEB's Volvo Ocean Race yacht will be christened at Nacka Strand outside Stockholm. The event will be broadcast live via the Internet at www.teamseb.com. Crown Princess Victoria will christen the yacht and several well-known Swedish artists will be performing.

Apart from being broadcast live via the Internet, the christening event will also be broadcast via satellite. This means that SEB employees in Germany as well as in Gothenburg will be able to follow the events of the evening via large-screen TVs. The satellite images can also be downloaded by Swedish and international TV stations for distribution to their viewers.

The broadcast starts at 20:30 with an opening speech by Lars Thunell, Group Chief Executive of SEB. At 20:40 the yacht will arrive and the crew will be presented. The actual christening ceremony performed by Crown Princess Victoria will take place at 20:55, and this will be followed at 21:00 by a concert hosted by Ebba Blitz. Performers will include Tommy Körberg, Anders Glenmark, Helen Sjöholm, the Duvemåla choir and Anders Neglin's orchestra.

"The Internet is an important channel for following the preparations and races during the Volvo Ocean Race, which is why we have chosen to set up this ambitious broadcasting alternative," says Jonas Norén, who is responsible for interactive media at Team SEB.

In order to follow the broadcast via the Internet you need to have a Windows media player installed (included in standard Internet Explorer packages). The broadcast will be accessible via a transfer rate of 56 K and higher.

Address: www.teamseb.com

Time: 20.30-21.45

SEB is a European financial group that focuses on companies and financially active private individuals. SEB has 630 offices in Sweden, Germany and the Baltic States with a total of over 4 million clients. Of these, 850,000 are Internet clients. SEB also operates in the rest of the Nordic countries, the UK, Luxembourg and Switzerland. The group's total assets amount to SEK 1,123 billion and managed capital to SEK 910 billion. The number of employees is 21,500. Read more about SEB at www.seb.se.

For more information, please contact:

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