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## Observer Group and Comintell enter into a strategic partnership

Comintell Nordic AB and Observer AB have entered a strategic partnership agreement in which Observer will use Comintell's software products as the foundation for their portal solutions.

The portal solutions will be used for delivery and management of business information services from Observer. Furthermore, Observer will become an international distributor of Comintell's software for Knowledge Management; Knowledge XChanger.

Through this partnership, Observer's customers will be able to make use of business information in a simpler, faster and more effective way.

"Observer is the world's largest player within business and communication intelligence, so this partnership is naturally of great strategic importance for Comintell", says Gabriel Anderbjörk, Vice President, Channel partners at Comintell Nordic AB, and continues; "Through this partnership, our software will become distributed on a much larger scale on the international market."

"Observer has its focus on supporting our customers' requirements within Business Intelligence", comments Pär Lager, Business Development manager at Observer. "The partnership with Comintell is a crucial part in securing our capacity to deliver leading business intelligence solutions to our customers."

### About Observer

Observer AB, quoted on the Attract 40 section of the Stockholm Stock Exchange's O-list, operates in the fields of media and market monitoring, analysis and communication-evaluation, target group identification for PR- and IR purposes and is world leading in its line of business. On a rolling twelve-month basis, Observer AB has a turnover of more than SEK 1200 million and employs around 2,000 people in the UK, Sweden, Canada, Germany, Finland, Norway, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

### About Comintell

Comintell is the leading provider of software and solutions for Knowledge Management in the Nordic countries with major reference clients such as Birka Energi, Sonera, Telia, Tetra Pak and Volvo. The company was founded in 1999 and is privately held with Novestra, one of the leading Nordic venture capital firms, as one of the main owners.

To learn more about Comintell, please visit <http://www.comintell.com>.

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