



Scandinavia Online

PRESS RELEASE

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SOL – NEW MANAGING DIRECTOR/COUNTRY MANAGER FOR SWEDEN

Effective today, Pål Bruu, previously the Vice President and head of Nordic Sales in the Scandinavia Online Group (OMSE:SCOL; OSE:SCO), has been named Managing Director of Scandinavia Online Passagen AB (SOL Sweden) and responsible for the Group's Swedish operations.

SOL Sweden's current Managing Director, Annika Söderberg, has resigned from her position to pursue other opportunities outside the SOL Group.

Pål Bruu joined the SOL group in 2000 as a Managing Director at SOL's subsidiary Bid2Day AB. Since January 2001, he has served as Vice President of Nordic Sales for the Group. Prior to joining SOL, Mr. Bruu worked with Coca-Cola Beverages in Sweden as a Sales and Marketing Director. He holds a Master's degree in Marketing and Management from the Norwegian School of Management (BI).

"In her 13 months with the company, Annika Söderberg has significantly reduced our cost base in Sweden and has been a driving force in transforming SOL Sweden from a fast-growing Internet company to a disciplined and cost-conscious company with a strong focus on delivering real value to its paying customers", says Birger Steen, Chief Executive Officer of the Scandinavia Online Group in a comment. "Pål Bruu's greatest challenge will be to turn that position into growing revenues and profitability."

For more information, please contact:

Birger Steen (CEO), +46 709 35 28 18, birger.steen@scandinaviaonline.se

Scandinavia Online is the leading Internet media company in the Nordic region. The online network has more than 7 million monthly unique users and consists of the portals passagen.se, sol.no, sol.dk and suomi24.fi and the search engines evreka.com, evreka.fi, kvasir.no and kvasir.dk. For the financial year 2000, total revenues amounted to SEK 221 million and as of June 30, 2001, the group had 199 employees. Scandinavia Online's shares are listed on the OM Stockholm Exchange (SCOL) and on the Oslo Stock Exchange (SCO).

Scandinavia Online AB (publ)
Box 1388
111 93 Stockholm
Sweden
Tel: +46 8 587 810 00
Fax: +46 8 587 810 40
www.scandinaviaonline.com