



## PRESS RELEASE

Observer AB is quoted on the Attract 40 section of Stockholmsbörsen's O-list and has approximately 30,000 shareholders

Stockholm, Sweden, November 29, 2001

### **Observer finalizes acquisition of Bacon's of the U.S.**

Following the approval of U.S. regulatory authorities, Observer has finalized its acquisition of Bacon's. The U.S. company has an annual turnover of nearly SEK 400 million and will be consolidated in Observer as of December 1, 2001.

The acquisition, which was announced on November 14, consolidates Observer's position as the world leader in the industry and the only provider of global services. Its operations extend to eleven European countries as well as the U.S. and Canada.

Observer AB (publ)

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#### **About Observer AB**

Observer AB, quoted on the O-list (Attract 40) of Stockholmsbörsen, is active in media and market monitoring, analysis and communication evaluation, target group identification and distribution of information for PR and IR purposes. On a moving 12-month basis, Observer AB has a turnover of nearly SEK 1.7 billion and around 2,700 employees in the U.S., UK, Sweden, Canada, Germany, Finland, Norway, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

*This press release is also available online at [www.observergroup.com](http://www.observergroup.com)*