

PRESS RELEASE  
25<sup>th</sup> January 2002

## WAYMAKER APPOINTS ERNST & YOUNG TO CARRY OUT PIP AUDIT

Waymaker has today announced the appointment of Ernst & Young to carry out the audit for its bid to become an FSA approved Primary Information Provider (PIP). Waymaker is one of a handful of companies that are competing to be awarded the status of UK Primary Information Provider and is expected to be approved as a PIP by the end of March 2002.

Waymaker has been a European regulatory approved PIP for over a decade, disseminating price sensitive information for listed companies. In the UK, Waymaker has provided a news distribution service for clients for over 15 years and Select Desktop (incorporating Mediadisk), the market leading media and contact management system is fully integrated with the regulatory news dissemination service. The on-line service encompassing email, wire services, fax, post, SMS, PDA and webcasting combined with Waymaker's experience and knowledge of the IR market, will provide companies with a secure foundation to effectively implement their IR strategies.

Andy Rothery, Vice President of Sales at Waymaker comments, "With the deregulation of the LSEs Regulatory News Service (RNS), businesses will have the opportunity to re-appraise the methods used to disseminate their regulatory news and will be looking for other value services to support their overall Investor Relations strategy. Waymaker values a partnership approach and is continually working to build long term relationships with clients. With Waymaker's anticipated confirmation as a Primary Information

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Provider, our client focus coupled with the tools and services we provide that are dedicated to this sector, means the companies that operate within it have a real chance to increase their competitive advantage.”

The Ernst and Young audit will be completed by the end of January.

For further information on Waymaker and its bid to be a Primary Information Provider please contact Shelley Lovesay at [shelley.lovesay@waymaker.co.uk](mailto:shelley.lovesay@waymaker.co.uk) or visit our website at [www.waymaker.co.uk](http://www.waymaker.co.uk)

### **About Waymaker**

Waymaker was formed through the merger of UK based Media Information (incorporating Mediadisk) and BIT of Sweden. Combined, the two companies offer more than 30 years experience in communications support, providing PR, Marketing and Investor Relations professionals with integrated solutions.

The Waymaker solution includes: **Select** which enables clients to identify target groups through a choice of access options – online, desktop, CD-ROM, printed directories and list management; **Publish** allowing clients to publish their information by email, fax and a comprehensive wire service – as well as directly to their own home page via Waymaker’s website; **Collect** which enables clients to collate the results from the exposure of the press releases, launches, reports and other information through presentation tools, coverage reports and archiving systems and **Analyse** – clients can then evaluate the results of the information published by producing in-depth analytical reports.

With over 230 employees, Waymaker has offices in the UK, Sweden, Norway, Finland, Denmark and Germany. Swedish based Observer AB, Waymaker’s parent company has operations in 13 countries in Western Europe and the US, employs 2700 staff and is quoted on the O-list of the OM Stockholm Stock Exchange.

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