



PRESS RELEASE

Observer AB is quoted on the Attract 40 section of Stockholmsbörsen's O-list and has approximately 28,000 shareholders.

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Observer acquires broadcast monitoring service in the U.S.

Observer is broadening its range of services in the U.S. by acquiring the broadcast news monitoring service of Media Pulse. The acquisition gives Observer access to radio and TV information from all key markets in the U.S.

In addition to its own operations in St. Louis, Kansas City, Phoenix and Indianapolis, Media Pulse is part of a network of the 30 largest independent U.S. firms in the industry. The company's president, John Stephens, who will be responsible for Observer's broadcast news monitoring in the U.S., heads the network.

"The U.S. has a tremendous range of radio and TV stations. This acquisition means that we can provide our local and international clients with a better range of services and higher quality. Through the news monitoring network, we also gain access to, and knowledge about, important regional and local markets," says Observer President and CEO Robert Lundberg.

The acquired operations generate an annual turnover of nearly USD 2 million and will be integrated with Observer's US subsidiary, Bacon's Information.

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About Observer AB

Observer AB, quoted on the O-list (Attract 40) of Stockholmsbörsen, is active in business and communication intelligence, offering media and market monitoring, analysis and communication evaluations as well as target group identification and distribution of information for PR and IR purposes. Observer AB has a turnover of nearly SEK 1,900 million on an annual basis, with around 2,500 employees in the U.S., the UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Ireland, Estonia, Latvia, and Lithuania.

This press release is also available online at: www.observergroup.com