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## **Citigate Financial Intelligence and Waymaker Forge Strategic Alliance in the Nordics**

*Leading providers join forces to offer Nordic IR and PR professionals robust global contacts*

Waymaker – a unit of Observer AB, and Citigate Financial Intelligence (CFI) – a leading global investor relations firm, have forged a strategic alliance in the Nordics to answer the increasing demand of public companies for sophisticated tools to more effectively target and communicate with international investors, analysts and the financial media.

Through the partnership, Waymaker, which already offers one of the most comprehensive media databases in Europe with more than 900,000 international media contacts, will give its clients access to CFI's comprehensive CitigateIRx contact database that enables users to pinpoint investors and analysts worldwide based on their specific industry or geographic coverage. The database includes global sell-side and buy-side information on more than 9,000 firms, 30,000 funds and 60,000 contacts.

“Borders no longer have a bearing on the financial community,” says Caspar Settergren, Managing Director of Waymaker in Sweden. “Potential investors can be found worldwide and by partnering with CFI, we are strengthening and expanding our global service offering and providing our clients the most accurate financial contact data available.”

The financial data contained in CitigateIRx is gathered by local CFI teams around the globe and is updated throughout the day.

“Our experienced researchers use the latest techniques for gathering and analyzing global investment community information,” says Nick Arbuthnott, Managing Director of Citigate Financial Intelligence in Europe. “Clients of Waymaker will be able to act upon the most accurate and timely data available.”

The new joint offering will be available in the Nordic market in October 2004.

### **For more information, please contact:**

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### **About Waymaker**

Waymaker offers communication solutions for investor- and public relations professionals, providing them with tools and channels for the selection of contacts, delivery of business information, monitoring of information and management of websites. For more information, please visit: [www.waymaker.com](http://www.waymaker.com)

### **About Citigate Financial Intelligence**

Citigate Financial Intelligence is a strategic investor relations, market intelligence, data and analytics firm offering services to corporate investor relations professionals as well as investment banks and other third-party intermediaries. For more information, please visit: [www.citigatefi.com](http://www.citigatefi.com) or [www.citigateirx.com](http://www.citigateirx.com)