

PRESS RELEASE

from Sifo Group, quoted on the O-list of the Stockholm Stock Exchange

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Sifo Group and CellTribe launch WAP service

BIT, part of Sifo Group's Observer Media Intelligence division, is launching a fully functioning WAP service developed in conjunction with CellTribe AB, which specializes in mobile Internet applications. This makes BIT one of the first companies in the world to make information vital to the stock market, such as financial press releases, available using WAP technology.

The WAP service means that press releases and reports from BIT's clients – i.e. the vast majority of Swedish companies listed on the stock exchange – will now also be accessible in real time through a WAP telephone at CellTribe's mobile portal: wap.celltribe.com.

"We see the WAP service as a natural addition to our existing range of services," says Caspar Settergren, president of BIT. "It means that when communicating with the stock market and the media our clients will now also have access to the latest mobile technology."

"BIT is a key partner for us and this service is a strategic part of our mobile portal," says CellTribe president Anne Lidgard. "The fact that it is a real-time service means added value and extra mobility for those looking for up-to-date financial information."

BIT offers efficient and valuable information solutions for strategically important target groups. BIT currently helps approximately 300 listed companies and numerous organizations and authorities to communicate with the stock market and the media. Information is published through the following channels: bitFax, bitWire (*real-time systems such as Ecovision, Reuters, SIX, TT, etc.*), bitWeb (www.bit.se and around 20 different web alliances), bitMail, bitPush, and now also through bitWap via cellular phones and other mobile terminals adapted to WAP.

Facts about Sifo Group

Sifo Group, which is quoted on the O-list of the Stockholm Stock Exchange, has three divisions: *Observer Media Intelligence*, which works with media and market monitoring; *Sifo Research & Consulting*, which works with surveys and related

consulting operations; and *SMG Consulting*, which is active in management and strategic consulting. Sifo Group has sales of over SEK 970 million and employs around 1,200 people in the Nordic region, the Baltic states and Germany.

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