



PRESS RELEASE

Observer AB is quoted on the Attract40 segment of Stockholmsbörsen's O-list and has around 22,000 shareholders.

Stockholm, November 14, 2005

Niklas Flyborg named new President and CEO of Observer

Niklas Flyborg has been appointed the new President and CEO of Observer. Niklas, who is currently President and CEO of Mandator, will join Observer on January 2, 2006 and take over as CEO on February 10, 2006.

"Observer is a service company with a large, growing IT content in its services," says Observer Chairman Örjan Håkanson. "Niklas's extensive experience in the IT sector and with business-to-business solutions will be a big asset for us. This competence, coupled with the ability to lead a client-oriented, international organization focused on service development, makes us very pleased to have Niklas join us."

"I look forward to my new role. Observer is a strong company with skilled employees who have developed an attractive offering for clients," says President and CEO-elect Niklas Flyborg. "Observer's services have very exciting future potential. Monitoring and evaluating your image and media imprint in the way Observer's services allow will become increasingly important for all types of organizations. And there is little doubt that the technological content of Observer's offering will grow. I am confident that the continued development of digital services will allow us to further enhance this offering, boost the efficiency of our processes and improve growth."

Niklas Flyborg succeeds Robert Lundberg, who has been President of Observer for 13 years. Robert Lundberg, who turns 58 in early 2006, will remain at the company's disposal after stepping down as President.

Niklas Flyborg, who is 43, has an economics degree from the Stockholm School of Economics. He is married with three children.

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**Observer AB**

Observer is the world leader in communication management and business intelligence. Its services enable clients to identify the right target audience, distribute information, and monitor and analyze their media image.

Observer AB is quoted on the Attract40 segment of Stockholmsbörsen's O-list and has around 22,000 shareholders. The company has around 2,400 employees and a turnover of slightly over SEK 1.6 billion in 2004. Observer operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

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