



sifo group

PRESS RELEASE

from Sifo Group, listed on the OM Stockholm Exchange's O-list

Sollentuna, Sweden, December 22, 1999

Sifo Group enters cooperation with Business Wire

BIT, part of the Observer Media Intelligence division of Sifo Group, has signed an exclusive agreement with Business Wire of the U.S., giving BIT the sole right to post information from Nordic companies on Business Wire's U.S. and international networks.

A custom-designed package has been developed for the Nordic market, whereby all English information currently distributed via BIT will also be posted to around 700,000 financial professionals, 850 online services, databases and web sites around the world, and all appropriate trade media in the U.S.

"We consider the cooperation with Business Wire to be very important strategically," says Caspar Settergren, president of BIT. "It means that our clients, via our *bitOnline* concept, now can also effectively communicate with stock markets and media on a global level."

BIT's mission is to offer information solutions for effective, value-creating communication with strategically important target groups. BIT currently works with approximately 85 % of all listed companies on the OM Stockholm Exchange. Information is published through the following channels: bitFax, bitMail, bitWire, bitWeb, bitPush and bitWap.

Facts about Business Wire

Business Wire is a leading source of news on major U. S corporations, including Fortune 1000 and Nasdaq companies. The company electronically disseminates full-text news releases for public and investor relations professionals simultaneously to the news media, the Internet, online services and databases, and the investment community worldwide.

Facts about Sifo Group

Sifo Group, which is listed on the OM Stockholm Exchange's O-list, has three divisions: Observer Media Intelligence, which works with media monitoring and market intelligence; Sifo Research & Consulting, which conducts surveys and related consulting operations, and SMG Consulting, which is active in management and strategic consulting. On a moving 12-month basis Sifo Group has revenue of



sifo group

approximately SEK 1,350 million and employs over 1,700 people in Sweden, Norway, Denmark, Finland, the Baltic states, Germany and the UK.

For more information, please contact:

Caspar Settergren, President, BIT, phone +46-8-705 17 04, e-mail caspar@bit.se

Hans Strand, Division President, Observer Media Intelligence,
phone +46-8-702 53 06, e-mail hans.strand@observer.se

Per Blixt, Chief Communications Officer, Sifo Group, phone +46-8-625 15 51,
e-mail per.blixt@sifogroup.se

This press release is also accessible online at www.sifogroup.com