



sifo group

PRESS RELEASE

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

Sollentuna, Sweden, April 27, 2000

The Sifo Group divestment of Sifo Research & Consulting has been finalized

Sifo Group has finalized the divestment of its division Sifo Research & Consulting together with the brand name "Sifo" to Research International (as earlier announced on March 27).

After the divestment, the media and market monitoring business within the Observer Media Intelligence division will become the core business of Sifo Group. Thus the Board of Directors is recommending that the Annual General Meeting on May 9 approves a name change to Observer AB.

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About Sifo Group

Excluding Sifo Research & Consulting, Sifo Group reported operating revenues of SEK 685 million for 1999 (pro forma approximately SEK 1,000 million) and has 1,400 employees in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, Germany and the UK.

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