



sifo group

PRESS RELEASE

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

Sollentuna, Sweden, June 5, 2000

Sifo Group AB is changing its name to Observer AB

As from **Tuesday June 6** Sifo Group will be traded under the name **Observer** on the OM Stockholm Exchange O-list.

Earlier this spring Sifo Group divested the division Sifo Research & Consulting and the brand Sifo. The core business of the group is the media and market monitoring in Observer. Consequently the shareholders meeting decided to change the name of the group to Observer AB.

For more information regarding this press release, please contact:

Per Blixt, *Chief Communications Officer*, telephone +46 8 625 15 51,
mobile +46 70 549 28 08, e-mail per.blixt@sifogroup.se

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