BURE   **News release**

Bure invests in mobile information services

As a step in Bure's increased focusing on information services with international potential, Bure has acquired 30 per cent of the capital in MobileOpinion AB. Bure also has an option until 30 April 2001 to increase its ownership to 62 per cent of the capital.

MobileOpinion AB is a newly-established company based in Gothenburg which develops a technical platform to sell statistically assured studies and research based on an international reference panel of randomly selected individuals via wireless Internet and SMS messages. The company charges its principal and plans to compensate every respondent per asked question.

"The number of messages via SMS is growing strongly and more and more people have mobile telephones. At the same time it is becoming increasingly important for the companies to know what their customers think. MobileOpinion is one of the first companies in the world to use the mobile Internet for studies and research and has excellent opportunities of becoming the world leader. In our opinion, the value increase potential is significant and we have secured the opportunity to increase our investment," says Björn Boldt-Christmas of Bure.

"We see Bure as a strong and solid owner who is well-established on the market for information services. Bure's contribution of expertise and capital provides us with a strong base that enables us to build-up rapidly a global company with exceptionally good growth opportunities," says Anders Blennermark, President of MobileOpinion.

In addition to Bure, the company is managed and owned by its three founders, Anders Blennermark, Jonas Arlebäck and Tobias Carlén who all have a solid background in consulting in ADL, McKinsey, Andersen Strategy and Sigma Benima.

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MobileOpinion's website is under development