



## **PRESS RELEASE**

from Observer AB, listed on the O-list of the OM Stockholm Exchange

Stockholm, Sweden, October 17, 2000

### **Future report dates from Observer AB:**

**Note! October 26<sup>th</sup>, 2000** Interim report January – September, 2000

**February 20<sup>th</sup>, 2001** Preliminary year-end report 2000

#### **About Observer AB**

Observer AB (formerly Sifo Group), which is listed on the O-list (Attract 40) of the OM Stockholm Exchange, is active in media and market monitoring, analysis and evaluation, target group identification and the distribution of information for PR and IR purposes. Through SMG Consulting, Observer AB also has operations in management and strategic consulting. Observer AB has a turnover of slightly over SEK 1.1 billion on a moving 12-month basis, with around 1,600 employees in UK, Sweden, Germany, Norway, Finland, Denmark, Estonia, Latvia and Lithuania.

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