



PRESS RELEASE

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

Stockholm, Sweden, October 25, 2000

Observer (formerly Sifo Group) - Telephone conference on the interim report Thursday October 26 at 3.00 PM (CET)

Observer invites you to participate in a telephone conference on the interim report January – September 2000, **Thursday Oct 26 at 3.00 PM (CET)**. Robert Lundberg, CEO, and Jan-Erik Jansson, CFO, will participate in the conference.

In order to participate, please call +46 8 600 53 81 and state code 630024

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