



PRESS RELEASE

from Observer AB, listed on the O-list, Attract 40, of the OM Stockholm Exchange

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International cooperation agreements for new Observer division

Observer's new Communications division has signed cooperation agreements with U.S. and Australian partners. With these agreements in place, the division can now offer expanded database services with media information from the U.S., Canada, Australia and New Zealand.

Observer's Communications division offers clients database solutions with target group information on "who's who" in the media and financial world. Clients are also provided communication solutions to distribute business information. The services are offered by the group companies Media Information in the UK and BIT in Sweden, Finland and Denmark.

The new cooperation agreements, with Chicago-based Bacons and Media Monitors in Australia, give the Communications division channels for its European products in the U.S., Canadian, Australian and New Zealand markets.

Additionally, such Observer products as Mediadisk and PR-planner will be expanded in Europe to include locally collected data from these key international markets.

"By combining acquisitions, organic growth and this type of international cooperation agreement, we can create a broad range of global services in the Communications area," says Observer CEO Robert Lundberg.

About Observer AB

Observer AB (formerly Sifo Group), which is listed O-list (Attract 40) of the OM Stockholm Exchange, has operations 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 is also active in management and strategic consulting. Observer AB has a turnover of slightly over SEK 1.2 billion on a moving 12-month basis, with around 1,600 employees in the UK, Sweden, Germany, Finland, Norway, Denmark, Estonia, Latvia and Lithuania.



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