



## **PRESS RELEASE**

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

Stockholm, November 24, 2000

### **Observer taking part in the development of NewsML as a new technical standard for news distribution**

**Observer has joined a select group of companies from around the world in the development of a new technical standard for distributing digital news information. The new standard has been recommended by leading international news and information agencies on the International Press and Telecommunications Council.**

Called NewsML, the new standard makes it possible to combine digital news information from different sources in integrated packages. Observer can thereby distribute information from a large number of media in a totally custom-designed format.

“We are seeing an increasing demand to integrate news from different sources and media in manageable packages and to offer clients IT support for working with digital news information from different sources in the same format,” says Daniel Grönquist, CIO responsible for IT development in Observer’s Executive Management.

The new standard and other XML-related technologies enhance opportunities to deliver information via channels such as the Internet, intranets and WAP.

As a member of the International Press and Telecommunications Council, Observer is working on standardization issues together with leading international news agencies such as Reuters and Dow Jones.

“This work is well-suited to our ambition to remain on the forefront in the development of new technologies, standards and services,” 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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