



**PRESS RELEASE**

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**SOL – NEW MANAGING DIRECTOR/COUNTRY MANAGER FOR DENMARK**

**Effective January 1, 2001 Thomas Gudbjerg, previously a Vice President and head of Nordic Sales in the Scandinavia Online Group (OMSE:SCOL; OSE:SCO), has been named Managing Director of Scandinavia Online A/S (SOL Denmark) and responsible for the Group's Danish operations.**

At the same time, Managing Director Kristin Skogen Lund of Scandinavia Online AS in Norway has been appointed Chairman of the Board of Directors of SOL Denmark. SOL Denmark's current Managing Director, Lars Folkmann, will join ISS A/S, the service enterprise, as Senior Vice President and Director of Business Development.

Thomas Gudbjerg, who joined SOL in 1998, served as Sales Manager and Sales & Marketing Director in SOL's Norwegian operations before being named Vice President of Nordic Sales in May this year. Prior to joining SOL, Mr. Gudbjerg, who is a Danish citizen, worked with Coca Cola Nordic as an Operational Marketing Manager. He holds a Bachelor's degree in International Marketing from the Randers School of Business, and also studied engineering in Århus.

"Thomas has shown, in all his capacities at SOL, a focus on results which has strongly contributed to making Scandinavia Online the largest Nordic portal network as well as one of the leading Internet portals in Europe in terms of revenues," says Birger Steen, Chief Executive Officer of the Scandinavia Online Group in a comment.

"SOL Denmark has grown aggressively over the last 6 months, both organically and through the acquisition of Netlogin Aps, and we are currently a clear #2 in the Danish market. Thomas' Internet industry experience combined with his operational management background is the best possible starting point for turning our Danish market position into rapid revenue growth and increased profitability," Mr. Steen continues.

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Scandinavia Online is the leading Internet media company in the Nordic region. The online network has more than 6 million monthly unique users and consists of the portals [passagen.se](http://passagen.se), [sol.no](http://sol.no), [sol.dk](http://sol.dk) and [suomi24.fi](http://suomi24.fi) and the search engines [evreka.com](http://evreka.com), [evreka.fi](http://evreka.fi), [kvasir.no](http://kvasir.no) and [kvasir.dk](http://kvasir.dk). For the period January-September, 2000, total revenues amounted to SEK 163 million and as of September 30, 2000, the group had 300 employees. Scandinavia Online's shares are listed on the OM Stockholm Exchange (SCOL) and on the Oslo Stock Exchange (SCO).

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