



Press release, November 11, 2011

Eniro and Google sign strategic co-operation agreement

Eniro, the leading search company in the Nordic region, today signed an agreement with Google™, which will make Eniro an authorized retailer of Google AdWords™ in Sweden, Norway and Denmark.

The agreement will facilitate cooperation between Eniro and Google in the Scandinavian market, thus enabling new opportunities for all Swedish, Norwegian and Danish companies that want to become more discoverable on the Internet.

The agreement will expand and strengthen Eniro's offering to its 400,000 existing advertisers in Sweden, Norway and Denmark. From January 1, 2012, Eniro will commence selling Google advertising solutions as a supplement to its current pay-per-click offering via Scandinavian Ad Networks, as well as its online, mobile and print products.

"By adding Google AdWords™ to our existing broad product offering, we will strengthen Eniro's position as the foremost advising media partner for small and mid-size companies. This will make Eniro a turnkey partner for companies that want to be searchable around the clock, all year round. The cooperation will result in higher sales in the sponsored-links area," says Johan Lindgren, President and CEO of Eniro.

"With its broad customer base and large sales team, Eniro is an efficient marketing and sales channel. We are looking forward to working with Eniro and to delivering keyword advertising to more small and mid-size companies," says Stina Honkamaa, Country Director of Google Sweden.

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This Press Release contains information that Eniro AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act.

Eniro is the Nordic region's largest search company. Both companies and consumers can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is the Internet, directory or mobile telephone. Advertisers can actively market themselves to interested consumers and companies, find new customers and increase sales. Better search means better business.

Eniro has 3,700 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm

since 2000. During 2010, sales amounted to SEK 5,326 million, with an EBITDA of SEK 605 M. Headquarters are located in Stockholm, Sweden. More about Eniro can be found at www.eniro.com.