



PRESS RELEASE

Observer AB is quoted on the Nordic Exchange and has around 20,000 shareholders.

Stockholm, Sweden, March 15, 2007

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The large number of names in the Group has counteracted synergies and was therefore an important issue that was addressed in the revised strategy that was presented in August. To gain better leverage from the international presence and to be an obvious partner to large and international clients, the Board of Directors proposes a new, common name for all companies within the Group.

“Today there is a strong demand for international solutions. Operating under a common brand, we enhance our global leadership, increase efficiency and move towards services with analyzed information. This strengthens our competitiveness and creates better conditions for profitable growth”, says Niklas Flyborg, President and CEO of Observer.

Observer AB (publ)

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Observer improves clients' performance through integrated services and software solutions for reputation and campaign management, media monitoring and research of media contacts.

Observer AB is quoted on the Nordic Exchange and has approx. 20 000 shareholders. The company has around 2,700 employees and a turnover of SEK 1.9 billion in 2006. Observer operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal and Lithuania.

This press release is also available at www.observergroup.com