



PRESS RELEASE

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

Stockholm, Sweden, March 15, 2007

Observer's Annual Report available on www.observergroup.com

Observer's Annual Report for 2006 is available on the Group web site www.observergroup.com as of today, March 15, 2007.

Observer's Annual General Meeting will be held at 5:00 p.m. (CEST) on March 29, 2007, at Konferens Spårvagnshallarna, Birger Jarlsgatan 57A in Stockholm.

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