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Securities Service  
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April 26, 2007

**to** Boss Media AB

**FAX: +46 (0)470-70 30 50**

**cc** Tidningarnas Telegrambyrå AB (TT)  
The Stockholm Exchange  
Svenska Dagbladet

**pages** 1 (including this page)

**subject** Disclosure Statement - Boss Media AB

Dear Sir or Madam

According to the NBK Rules [Rules concerning the disclosure of acquisitions and transfers of shares, etc. (1994)] we inform you that UBS AG's group holding exceeded the 5% threshold on 25 April 2007.

Our holding in the shares of Boss Media AB (ISIN SE0000488850) amounts to 3'368'802 shares, which represents 5.90% of the total number of votes (57'065'000 according to our information) in the company.

Thank you for notice.

Yours faithfully,

UBS AG

  
René Frenn  
Associate Director

  
Laura Schäfer  
Authorised Officer