

**Fax**

May 2, 2007

**to** Stockholmsbörsen  
Listing and Surveillance

FAX: + 46 8 10 81 10

**cc** Tidningarnas Telegrambyrå AB (TT)  
Boss Media AB  
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 has fallen below the 5% threshold on 1 May 2007.

Our holding in the shares of Boss Media AB (ISIN SE0000488850) amounts to 2'837'123 shares, which represents 4.97% of the total number of votes (57'065'000 according to our information) in the company.

Thank you for notice.

Yours faithfully,

UBS AG

Rolf Wattenhofer  
Associate DirectorLaura Schäfer  
Authorised Officer