

Fax

May 2, 2007

UBS AG P.O. Box 8098 Zürich Tel.+41-44-234 11 11

Securities Service
Compliance Shareholder Reporting

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- to Stockholmsbörsen Listing and Surveillance
- cc Tidningarnas Telegrambyrå AB (TT) Boss Media AB Svenska Dagbladet

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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 Director

Laura Schäfer Authorised Officer

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