

Announcement No. 8/2010

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Copenhagen, 19 April 2010

NASDAQ OMX Copenhagen A/S

Nikolaj Plads 6

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Circulation Numbers Denmark March 2010 (weekly publications)

| | March 2010* | February 2010* | 2nd half 2009** |
|-------------------------------|----------------|----------------|-----------------|
| 7 TV-Dage | 34,000 | 34,400 | 33,535 |
| Billed Bladet | 183,500 | 181,400 | 189,608 |
| Familie Journalen | 179,400 | 197,400 | 181,901 |
| Femina | 57,300 | 60,100 | 63,903 |
| KIG IND | 50,400 | 55,400 | 61,608 |
| SE & HØR | 167,200 | 157,500 | 164,642 |
| SØNDAG | 76,300 | 78,100 | 84,341 |
| Ude & Hjemme | 142,800 | 144,600 | 152,946 |
| Aller Media A/S, total | 890,900 | 908,900 | 932,484 |

| | | | |
|-----------------------------|---------|---------|---------|
| Alt for Damerne | 61,300 | 60,000 | 65,870 |
| Hendes Verden | 37,700 | 41,400 | 42,717 |
| HER OG NU | 103,300 | 102,300 | 109,778 |
| Hjemmet | 133,600 | 130,400 | 138,221 |
| Egmont Magasiner A/S, total | 335,900 | 334,100 | 356,586 |

| | | | |
|-------|-----------|-----------|-----------|
| Total | 1,226,800 | 1,243,000 | 1,288,070 |
|-------|-----------|-----------|-----------|

Source: Danish Audit Bureau of Circulation

* Publishers' test numbers

** Audited half-year numbers

Numbers in bold represent the Aller Group's publications.

Kind regards,

Rella Holding A/S

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