

Copenhagen, 5 May 2010

**Søndagsavisen A/S – change of name to North Media A/S**

The change of name below will take effect on NASDAQ OMX Copenhagen A/S as per 10 May 2010.

ISIN:	DK0010270347
Previous name:	Søndagsavisen
<b>New name:</b>	<b>North Media</b>
Previous short name:	SOEN
<b>New short name:</b>	<b>NORTHM</b>
Unchanged orderbook ID:	3428

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