

The information contained herein is subject to the disclosure requirements of Bure Equity AB under the Swedish Securities Market Act. This information has been publicly communicated on May 18th, 2010, at 16:30 CET.

Clarification regarding Bure's undertaking in relation to the offer for AcadeMedia

Bure's handling of the matter will depend upon Providence's future actions.

On 6 April 2010, Bure announced that Bure, by way of an irrevocable undertaking, had agreed to accept a potential public offer for Academedias from Providence of SEK 170 per share. Providence's public offer was announced on 22 April 2010.

On 17 May 2010, Providence increased its offer from SEK 170 to SEK 190 per share. Subject to certain conditions being fulfilled, Bure has accepted the offer in accordance with the terms and conditions in the offer document and reserved its shares in Academedias with Handelsbanken.

Bure notes that Providence's latest bid of SEK 190 per share falls below the currently highest bid for AcadeMedia in the market, which currently amounts to SEK 205 per share.

Bure notes that the Bid Committee of AcadeMedia recommends the shareholders in AcadeMedia not to accept Providence's offer of SEK 190 per share. The Bid Committee considers Providence's offer to be hostile.

In light of Providence's actions and the fact that the offer is not recommended, Bure is of the opinion that the validity of Bure's irrevocable can be questioned.

Stockholm May 18th, 2010

Bure Equity AB (publ)

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More information about Providence interest to make a public offer is available on Academedias website www.academedias.se