

# Rella Holding A/S

Announcement No. 19/2010

Page 1 of 1

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NASDAQ OMX Copenhagen A/S

Nikolaj Plads 6

1007 Copenhagen K

## Audited Circulation Numbers Denmark 1st half 2010 (weekly publications)

	1st half 2010	1st half 2009	1st half 2008
<b>7 TV-Dage</b>	<b>34,567</b>	<b>34,154</b>	<b>35,253</b>
<b>Billed Bladet</b>	<b>185,757</b>	<b>192,750</b>	<b>194,605</b>
<b>Familie Journalen</b>	<b>182,520</b>	<b>185,052</b>	<b>194,449</b>
<b>Femina</b>	<b>62,623</b>	<b>60,509</b>	<b>65,032</b>
<b>KIG IND</b>	<b>52,549</b>	<b>60,412</b>	<b>67,383</b>
<b>SE &amp; HØR</b>	<b>158,875</b>	<b>169,152</b>	<b>187,622</b>
<b>SØNDAG</b>	<b>80,852</b>	<b>82,511</b>	<b>89,895</b>
<b>Ude &amp; Hjemme</b>	<b>142,862</b>	<b>158,252</b>	<b>162,281</b>
<b>Aller Media A/S, total</b>	<b>900,605</b>	<b>942,792</b>	<b>996,520</b>

Alt for Damerne	60,844	65,830	72,711
Hendes Verden	38,617	39,805	44,643
HER OG NU	106,003	107,823	109,365
Hjemmet	132,063	142,517	148,757
Egmont Magasiner A/S, total	337,527	355,975	375,476

Total	1,238,132	1,298,767	1,371,996
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**Numbers in bold represent the Aller Group's publications.**

Kind regards,  
Rella Holding A/S

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