

Rella Holding A/S

Announcement No. 23/2010

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NASDAQ OMX Copenhagen A/S
Nikolaj Plads 6
DK - 1007 København K

Information on Q3 2010

Rella Holding A/S' Business

Rella Holding A/S' business is to hold B-shares in the media Group Carl Allers Etablissement A/S (CAE).

As CAE only publishes financial information once a year through the Annual Report at the end of January, Rella Holding A/S does not publish quarterly reports, as such reports would only have very limited information value.

During Q3 2010, Rella Holding A/S purchased additional nominal value DKK 40,000 B-shares in Carl Allers Etablissement A/S at 8,000 corresponding to a total cost of DKK 3.2m. Following this purchase, the holding amounts to nominal value DKK 9,312,000 or 57.3% of CAE's outstanding shares when adjusted for CAE's holding of treasury shares as at 30 September 2009. It should be noted that the B-shares are non-voting.

Purchase of treasury shares

In conformity with authorizations given at the Company's latest two Annual General Meetings, Rella Holding A/S purchased a total of 447,924 treasury shares during the year's first three quarters, out of which 253,257 shares were bought during Q3 2010. The average purchase price for the shares acquired during Q3 2009 amounted to DKK 33.0 per share. The market price as at 30 September 2010 was DKK 33 per share.

The total holding of treasury shares as at 30 September 2010 amounted to 403,982 shares, cf. the table below:

Holding as at 1 January 2010	255,968 shares
Purchased during 1st Half 2010	194,667 shares
Cancelled on 17 August 2010	-300,000 shares
Purchased during Q3 2010	253,257 shares
Holding as at 30 September 2010	403,892 shares

Bank debt

As at 30 September 2010, Rella Holding A/S' bank debt amounted to DKK 115.4m including accrued interest. The current interest rate is 4.37 % p.a.

Rella Holding A/S' Current Accounting Year

For the full current accounting year 2010, Rella Holding A/S is still expecting a net profit of appr. DKK 19m, cf. the Company's interim report for 1st half 2010.

Kind regards,
Rella Holding A/S

Contact: Jens Arnth-Jensen, CEO. Telephone.: 0045 45 42 45 17

For further information on Carl Allers Etablissement A/S and Rella Holding A/S, please refer to the companies' respective websites, www.aller.dk og www.rella.dk.