

Announcement No. 16/2011

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Copenhagen, 18 May 2011

NASDAQ OMX Copenhagen A/S

Nikolaj Plads 6

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Circulation Numbers Denmark April 2011 (weekly publications)

| | April 2011* | April 2010* | 2nd Half 2010** |
|-------------------------------|--------------------|--------------------|------------------------|
| 7 TV-Dage | 39,800 | 34,300 | 33,369 |
| Billed Bladet | 173,700 | 193,800 | 176,786 |
| Familie Journalen | 175,000 | 177,500 | 178,208 |
| Femina | 48,300 | 69,300 | 60,882 |
| KIG IND | 42,200 | 50,100 | 51,522 |
| SE & HØR | 146,000 | 156,800 | 155,509 |
| SØNDAG | 76,800 | 74,300 | 83,755 |
| Ude & Hjemme | 135,100 | 137,500 | 142,575 |
| Aller Media A/S, total | 836,900 | 893,600 | 882,606 |

| | | | |
|-----------------------------|---------|---------|---------|
| Alt for Damerne | 58,000 | 58,300 | 61,059 |
| Hendes Verden | 34,400 | 38,400 | 38,732 |
| HER OG NU | 95,200 | 110,600 | 102,915 |
| Hjemmet | 123,200 | 128,000 | 132,336 |
| Egmont Magasiner A/S, total | 310,800 | 335,300 | 335,042 |

| | | | |
|-------|-----------|-----------|-----------|
| Total | 1,147,700 | 1,228,900 | 1,217,648 |
|-------|-----------|-----------|-----------|

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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