

PRESS RELEASE – DECEMBER 18, 2008

## **Peter Kusendahl appointed Vice President Offline Media**

As a result of the new strategy to transform Eniro from print dependency to online opportunities, three business units were presented in November, Offline Media, Online and Voice. Peter Kusendahl will head the Offline Media business unit from January 1, 2009.

Peter Kusendahl is President of Din Del AB and has worked within the Eniro Group since 1987, primarily with printed directories. Peter will for the time being remain in his position as President of Din Del.

“Offline Media is an important business area for Eniro, with revenues of slightly more than SEK 3 billion, and I am pleased that Peter Kusendahl has accepted the position as Vice President Offline Media. Peter has a great experience and has always taken an active part in developing our operations by constantly looking for new ways in sales and product development and will add value to the management group. We believe in paper that continues to be a strong information carrier and a distribution channel,” says Jesper Kärrbrink, President and CEO of Eniro.

Offline Media will be a reporting business unit with P&L responsibility. Peter Kusendahl will head the business unit and also be part of Eniros management group. Peter Kusendahl will assume his new position on January 1, 2009.

“There are great opportunities for Eniro within Offline Media, and I look forward to continuing to develop this business unit,” says Peter Kusendahl, Vice President Offline Media.

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Eniro is the leading directory and search company in the Nordic media market. Eniro's search database connects sellers to buyers and makes it easy to find people using Online, Voice and Offline Media channels. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland.

Eniro is listed on the Stockholm Stock Exchange and has some 4,650 employees. In 2007, revenues amounted to SEK 6,443 M, with EBITDA of SEK 2,266 M. Operating revenues and EBITDA excluding discontinued operations.