

Rella Holding A/S

Announcement No. 28/2011

Page 1 of 1

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NASDAQ OMX Copenhagen A/S
Nikolaj Plads 6
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Information on Q3 2011

Rella Holding A/S' Business

Rella Holding A/S' business is to hold B-shares in the media Group Aller Holding A/S.

As Aller Holding A/S 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 did not purchase additional B-shares in Aller Holding A/S. The holding is therefore unchanged: nominal value DKK 9,327,000 or 57.5% of Aller Holding A/S' outstanding shares when adjusted for Aller Holding A/S' treasury shares as at 30 September 2010. 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 1,153,246 treasury shares during the year's first three quarters, out of which 341,625 shares were bought during Q3 2011. The average purchase price for the shares acquired during Q3 2011 amounted to DKK 32.6 per share. The market price as at 30 September 2011 was DKK 31.1 per share.

The total holding of treasury shares as at 30 September 2011 amounted to 863,643 shares, cf. the table below:

Holding as at 1 January 2011	610,397 shares
Purchased during 1st Half 2011	811,621 shares
Cancelled July 2011	-900,000 shares
Purchased during Q3 2011	341,625 shares
Holding as at 30 September 2011	863,643 shares

Bank debt

As at 30 September 2011, Rella Holding A/S' bank debt amounted to DKK 126.5m including accrued interest. The current interest rate is 4.9 % p.a.

Rella Holding A/S' Current Accounting Year

For the full current accounting year 2011, Rella Holding A/S is still expecting a net profit of appr. DKK 42m, cf. the Company's interim report for 1st half 2011.

Kind regards,
Rella Holding A/S

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