



## **Eniro enters partnership with Sweden's largest daily newspaper group**

**Eniro has entered an agreement for a long-term, strategic partnership with mktmedia. Mktmedia is a development company for 33 Swedish newspaper publishers and thus is Sweden's largest daily newspaper group.**

In conjunction with presenting its new strategy at the Capital Market Day on November 6, Eniro announced that it intended to create more strategic partnerships. As a first step in this initiative, Eniro has entered a partnership with mktmedia. Initially, this partnership will include sponsored links, web searches and map information on more than 25 Swedish websites, including gp.se, na.se and vlt.se. The agreement also includes a declaration of intent for further online collaboration.

Mktmedia is a development and incubation company for Sweden's largest newspaper group. The company's principal owner is Stampen, which owns 78 percent of the company. The owner group also includes the Mittmedia, EK and NLT groups.

"I am pleased to begin this long-term partnership that has quickly been able to assume a concrete form. For Eniro, this partnership means both increased revenues and wider distribution of Eniro's services. We look forward to further enhancing this partnership in new areas," says Mathias Hedlund, Online manager at Eniro.

"The partnership with Eniro strengthens our earnings capacity in searches, which is an important online area. We believe that both parties can only win from this partnership," says Bosse Svensson, President of mktmedia.

For further information:

Mathias Hedlund, Online manager, Eniro, +46 8-553 315 58, +46 70-666 37 58, mathias.hedlund@eniro.com

Bosse Svensson, president, mktmedia, +46 31-62 48 48, +46 768-16 48 48, bosse.svensson@mktmedia.se

Åsa Wallenberg, Investor Relations, tel +46 8 553 310 66, mobile +46 70 361 34 09

asa.wallenberg@eniro.com

[www.enirosverige.se](http://www.enirosverige.se), [www.eniro.com](http://www.eniro.com)

*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.*