

Rella Holding A/S

Announcement no. 8/2012

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Copenhagen, 2 March 2012

NASDAQ OMX Copenhagen A/S

Nikolaj Plads 6

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Audited Circulation Numbers Denmark 2nd half 2011 (weekly magazines)

	2nd half 2011	2nd half 2010	2nd half 2009	2nd half 2008
7 TV-Dage	37,180	33,369	33,535	34,069
Billed Bladet	163,869	176,786	189,608	188,973
Familie Journalen	167,919	178,208	181,901	186,948
Femina	54,117	60,882	63,903	64,401
KIG IND	42,717	51,522	61,608	65,314
SE & HØR	141,351	155,509	164,642	183,846
SØNDAG	78,934	83,755	84,341	88,466
Ude & Hjemme	129,627	142,575	152,946	160,466
Aller Press A/S, total	815,714	882,606	932,484	972,483

Alt for Damerne	55,386	61,059	65,870	65,575
Hendes Verden	36,903	38,732	42,717	44,363
HER OG NU	100,321	102,915	109,778	111,822
Hjemmet	123,018	132,336	138,221	145,728
Egmont Magasiner A/S, total	315,628	335,042	356,586	367,488

Total	1,131,342	1,217,648	1,288,070	1,339,971
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Figures in bold represent the Aller Group's publications

In connection with the publication of the audited circulation numbers for 2nd half of 2011, the Danish Audit Bureau of Publication has announced that the Board of Directors of DMU (Danish Magazine Publishers' Association) and DDF (Danish Newspapers' Publishers Association) have decided that the publishers' test circulation numbers will only be published semiannually instead of monthly as it has been done up to now. The first publication will take place upon the announcement of the audited circulation numbers for the 1st half of 2012. However, it will still be possible to follow the development month by month.

However, Rella Holding A/S will in future be unable to publish the weeklies' circulation numbers each month according to the publishers' test numbers.

Yours sincerely,
Rella Holding A/S

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