



PRESS RELEASE May 30, 2008

Jesper Kärrbrink appointed new CEO of Eniro

Jesper Kärrbrink has been appointed new President and CEO of Eniro by the Board of Directors. He will assume his position on June 1.

“I am very excited by the challenge of leading Eniro, the leading search company in the Nordic market and one of the largest Internet companies in the Nordic region” says Jesper Kärrbrink.

Eniro makes it easy to find people, businesses and products using Internet directory assistance, directories and mobile services. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland. During 2007 the Group generated operating revenues of approximately SEK 6.4 bn of which more than SEK 2 bn were online revenues. The operating income before depreciation (EBITDA) for 2007 amounted to SEK 2,266 million.

Jesper Kärrbrink has been President since 2004 of Svenska Spel, Sweden’s largest and state-owned gaming company, a position from which he resigned in April 2008. Jesper, who was born in 1964, was previously President of the Östersunds Posten, a Swedish daily newspaper and media company, and held positions as President within the Bonnier media group and Metro International. Jesper was also a partner in the venture capital company IT Provider.

“Jesper’s experience from both print and Internet media makes him very suitable for leading Eniro. In addition, Jesper has extensive experience from leading businesses in industries undergoing structural transition, such as Svenska Spel and Östersunds Posten. This experience is very valuable for Eniro,” says Lars Berg, Chairman of Eniro’s Board of Directors.

“I am excited and look forward to leading Eniro, which is a strong brand to which many people have a close relationship. Eniro’s products and services are used daily by most Swedes. There are also several other strong brands within the Group with similar positions,” says Jesper Kärrbrink, incoming President and CEO of Eniro.

“Eniro has a very strong position that I will be pleased to be able to manage and develop. It is a stable and profitable search company that has been very successful on the Internet. The company also has one of the Nordic region’s best sales forces, and through their work, Eniro has excellent contacts with many small and medium-size companies,” continues Jesper Kärrbrink.

“Eniro’s prospects for the future are bright. Eniro is one of the companies with the most developed local search business on Internet and Eniro has also continued to develop the other search channels. It is an interesting strategic challenge to continue that development - if we set the right course there, this will be a fantastic journey,” concludes Jesper Kärrbrink.

For more information:

Emma Grönlund, Press manager, +46 8 553 310 75, +46 76 105 48 00

Åsa Wallenberg, Head of Investor Relations, +46 8 553 310 66, +46 70 361 34 09

www.eniro.com

Eniro is the leading search company in the Nordic media market. Eniro makes it easy to find people, businesses and products using directories, directory assistance, Internet and mobile services. 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