

Announcement no. 4/2008

Page 1 of 1

Copenhagen, 29 February 2008

OMX Nordic Exchange Copenhagen  
 Nikolaj Plads 6  
 DK-1007 Copenhagen K

**Audited Circulation Numbers Danmark 2nd half 2007 (weekly magazines)**

	2nd half 2007	2nd half 2006	2nd half 2005	2nd half 2004
<b>7 TV-Dage</b>	<b>34,633</b>	<b>32,756</b>	<b>30,752</b>	<b>42,750</b>
<b>Billed Bladet</b>	<b>194,879</b>	<b>197,060</b>	<b>200,329</b>	<b>204,710</b>
<b>Familie Journalen</b>	<b>198,262</b>	<b>208,284</b>	<b>213,845</b>	<b>223,185</b>
<b>Femina</b>	<b>68,869</b>	<b>77,080</b>	<b>78,179</b>	<b>85,816</b>
<b>KIG IND</b>	<b>68,354</b>	<b>71,633</b>	<b>73,422</b>	<b>82,263</b>
<b>SE &amp; HØR</b>	<b>188,213</b>	<b>195,881</b>	<b>199,886</b>	<b>203,685</b>
<b>SØNDAG</b>	<b>94,205</b>	<b>97,376</b>	<b>98,503</b>	<b>103,653</b>
<b>Ude &amp; Hjemme</b>	<b>166,353</b>	<b>174,874</b>	<b>175,751</b>	<b>178,468</b>
<b>Aller Press A/S, total</b>	<b>1,013,768</b>	<b>1,054,944</b>	<b>1,070,577</b>	<b>1,124,530</b>

Alt for Damerne	75,273	80,689	83,515	83,830
Hendes Verden	47,194	53,066	53,379	58,835
HER OG NU	116,803	115,909	122,040	120,634
Hjemmet	155,111	164,601	172,128	176,398
Egmont Magasiner A/S, total	394,381	414,265	431,062	439,697

Total	1,408,149	1,469,209	1,501,639	1,564,227
-------	-----------	-----------	-----------	-----------

**Figures in bold represent the Aller Group's publications**

Yours sincerely,  
 Rella Holding A/S

Contact:  
 Jens Arnth-Jensen, CEO  
 Telephone: +45 45 42 45 17