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Copenhagen, 26 October 2007

OMX Nordic Exchange Copenhagen A/S
Nikolaj Plads 6
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Information on Q3 2007

Rella Holding A/S' business

Rella Holding A/S' business is to hold B-shares in the media group Carl Allers Etablissement A/S (CAE).

As CAE 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 these reports would only have limited information value.

During Q3, Rella Holding A/S did not purchase additional CAE B-shares and the holding of nominal value DKK 9,232,000 CAE B-shares is therefore unchanged. The holding corresponds to 56.8% of CAE's outstanding share capital when adjusted for CAE's holding of treasury shares as at 30 September 2006.

Rella Holding A/S did not buy any own shares during the quarter – consequently, the Company as at 30 September 2007 did not hold any treasury shares.

Rella Holding A/S has an authorization from the AGM to purchase its own shares. However, it is Company policy to channel the dividends received from CAE through to its shareholders in full and any purchase of treasury shares would therefore have to be financed through higher bank debts. For the time being, the Board of Directors do not want to increase bank debt.

For the full year 2007, Rella Holding A/S is still expecting a result after tax of appr. DKK 50m.

Office and administration

At present, Deloitte is handling Rella Holding A/S' book-keeping and general administration. As Deloitte is also state authorized public accountant for CAE, CAE has expressed the wish that Deloitte discontinue its services for Rella Holding A/S, who has therefore entered into an agreement with PricewaterhouseCoopers (PwC). PwC will take over the services previously supplied by Deloitte upon Rella Holding A/S' Annual General Meeting (April 2008), at which time Rella Holding A/S will publish additional information.

Shareholder Agreement

The shareholder agreement between the Arnth-Jensen family, Montra Foundation, Henrik Schrøder, SEB Pension, and Shareholder Invest A/S remained in force until 1 October 2007. Rella Holding A/S has not received notice of any prolongation of the agreement.

Analysts

Rella Holding A/S is covered by the following analysts:

Danske Bank (previously Henrik Schultz – a new analyst has not yet been appointed).
Nordea (Dan Wejse and Michael West Hybholt).

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Rella Holding A/S and Carl Allers Etablissement A/S

Both existing and potential new investors in Rella Holding A/S often pose the question: "How is Rella Holding A/S' relationship with Carl Allers Etablissement A/S (CAE)?"

Since the Company's inception in 1991, Rella Holding A/S has endeavoured to establish a positive and constructive relationship with both the Aller Foundation, who controls CAE, and the CAE Management.

These endeavours have been successful but it should be pointed out that in principle Rella Holding A/S is a B-shareholder in line with the other B-shareholders in CAE - and the B-shares are non-voting. Although Rella Holding A/S owns appr. 57% of the outstanding shares in CAE, the Company has no real say in CAE's affairs. Therefore, Rella Holding A/S has no more insight in CAE's business than any other CAE B-shareholder.

Kind regards,
Rella Holding A/S

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