



Eniro carries out reverse share split 1:50

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Eniro's recent rights issue resulted in a significantly increased number of shares. In order to achieve a more appropriate number of shares and also to increase the transparency with regard to the price of the shares, a reverse share split is carried out, with the effect that 50 existing shares are consolidated into one new share.

The reverse share split was resolved by the Extraordinary General Meeting in Eniro AB (publ) on 26 November 2010 and the Board of Directors was authorized to decide on the record date. The Board of Directors has, pursuant to the authorization, resolved that the record date shall be January 27, 2011.

The last day for trading in Eniro's shares on NASDAQ OMX Stockholm before the reverse share split is January 24, 2011. The first day for trading in Eniro's shares after the reverse share split is January 25, 2011, which implies that the share price from and including January 25, 2011 will reflect the effect of the reverse share split.

A reverse share split 1:50 implies that 50 shares in Eniro, each with a quota value of SEK 0.50 will be consolidated into one share with a quota value of SEK 25. Following the reverse share split, the number of shares will be reduced from 5,009,037,009 shares to 100,180,740 shares.

The shareholders will automatically receive a new, lower number of shares in proportion to their holding on the record day. For shareholders who on the record date do not hold a number of shares equally divisible by 50, Eniro will arrange that the excess shares are sold at Eniro's expense by Handelsbanken Capital Markets. The aggregated proceeds of the sale will be distributed among the shareholders who owned the excess shares at the record date, in relation to their interest in the shares sold. This will occur by way of cash payment around February 15, 2011 through Euroclear Sweden AB. Shareholders holding less than 50 shares will have all their shares sold.

Shareholders are not required to take any direct measures in connection with the reverse share split. However, to avoid selling excess shares, the number of shares on the record date shall be equally divisible by 50. The last trading day to obtain a number of shares that is equally divisible by 50 is January 24, 2011.

Time table for the reverse share split

January 24, 2011	Last day of trade in the Eniro's shares before the reverse share split, and last day to take actions in order to obtain a number of shares in Eniro equally divisible by 50 before the reverse share split
January 25, 2011	First day of trade in the Eniro's shares after the reverse share split
January 27, 2011	New share price
January 27, 2011	Record date for the reverse share split
Around February 15, 2011	Payment of proceeds from sale of excess shares

The above information is such that Eniro AB (publ) shall make public in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was published at 07.45 CET on January 18, 2011.

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Eniro is the Nordic region's largest search company. Both consumers and companies can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is internet, catalog or mobile. Advertisers can actively market themselves to interested consumers, find new customers and increase sales. Better search means better business.

Eniro has 4,400 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. Headquarters are located in Stockholm, Sweden. More on Eniro at www.eniro.com.