



## Martina Smedman named new HR Director

Martina Smedman has been appointed HR Director of Eniro and will be a member of the Group management from October 3 when she assumes the position. Martina Smedman worked most recently at Preem, where she has been HR Director since 2008.

"I am pleased to present Martina Smedman as our new HR Director. She has a broad HR expertise, experience from different lines of business as well as a sales perspective that will be very valuable for Eniro," said Johan Lindgren, CEO of Eniro.

"I very much look forward to start working at Eniro. The company is in an exciting change process and is very sales focused, which fits me and my background well," said Martina Smedman.

For more information:

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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.

[www.eniro.com](http://www.eniro.com)

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 3,700 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. During 2010, Eniro's revenues amounted to SEK 5,326 M and EBITDA was SEK 605 M. Headquarters are located in Stockholm, Sweden. More on Eniro at [www.eniro.com](http://www.eniro.com)