



Press release, November 7, 2011

Mathias Hedlund, Senior Vice President Group Products & Services leaves Eniro

Mathias Hedlund, Senior Vice President Group Products & Services, has decided to leave Eniro to take on a new position in another company. Mathias Hedlund has been in Eniro since 2008. Eniro has appointed Lars Bo Haber as acting Senior Vice President for Group Products & Services.

"Mathias Hedlund has in an active way contributed to positioning Eniro as a modern search company with the majority of its revenues within digital media. We wish Mathias all the best in his future position," says Johan Lindgren, CEO Eniro.

"I have got an offer to become COO, in one of Sweden's most interesting companies in a nearby industry to that of Eniro, that I could not refuse. I wish Eniro and its employees good luck," says Mathias Hedlund.

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This Press Release contains information that Eniro AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act.

Eniro is the Nordic region's largest search company. Both companies and consumers can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is the Internet, catalog or mobile telephone. Advertisers can actively market themselves to interested consumers and companies, 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, sales amounted to SEK 5,326 million, with an EBITA of SEK 605 million. Headquarters are located in Stockholm, Sweden. More about Eniro can be found at www.eniro.com.