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Sara Kullgren Eniro's new Senior Vice President Group Product and Services

Sara Kullgren has been appointed Eniro's new Senior Vice President Product and Services. Upon assuming the position this summer, she will become a member of Eniro's Group Management. Sara Kullgren will join Eniro from Oriflame, where she was Regional Director of EMEA North and Head of Swedish operations.

Sara Kullgren has extensive and in-depth experience from having worked in global consumer-oriented companies with strong brands. She worked for 12 years in the Nokia Group as General Manager of Nokia Mobile Phones Scandinavia and then progressing to Global Director of Go-to-Market and Business Development for the mobile lifestyle segment. Prior to her recruitment by Nokia, she had worked for seven years in the Apple Computer Group, holding such positions as Sales Manager for the Consumer Division in Sweden.

"I am delighted to be able to present Sara Kullgren as our new Senior Vice President Product and Services," announced Johan Lindgren, President and CEO of Eniro. "Sara Kullgren has a track record of working with strong, global and consumer-oriented brands that set trends and create high standards of usability. I am convinced that Sara's experience of taking a concept through to a finished product while keeping the user in focus will contribute significantly to the phase of development that Eniro is now entering," said Johan Lindgren in conclusion.

"It is with pleasure that I am taking on the assignment to continue pursuing the change process that Eniro is currently undergoing. I hope that my earlier experience from fast-moving consumer industries will contribute to bringing the company to the next stage," said Sara Kullgren. "I see great opportunities for Eniro, as Scandinavia's largest local search company, to continue to strengthen its position through improved and additional innovative products and services that can meet the daily requirements of consumers," concluded Sara Kullgren.

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The above information is such that Eniro AB (publ) is obligated to disclose in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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

Eniro has 3,600 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. Revenues in 2011 amounted to SEK 4,323 M, with an EBITDA of SEK 991 M. Headquarters are located in Stockholm, Sweden. More on Eniro at www.eniro.com.