



Press Release

Oslo, November 18, 2008

Infront purchases News Agency Direkt

Infront has purchased the Nordics leading financial news agency, News Agency Direkt, from Bisnode AB. The agreement means that Infront can directly offer a market leading solution for financial news and estimate services for customers in Sweden and Denmark.

Norwegian owned Infront is one of the Nordics leading and the fastest growing companies in the delivery of financial information and trading solutions. Our flagship product, The Online Trader, is used by leading banks and brokerages in the Nordic market and with a steadily growing user base in the rest of Europe.

“Adding Direkt gives Infront control of a key component of our service in Sweden and Denmark. Our combined offer will be the strongest in the Nordic markets for real-time financial news as well as earnings estimate services,” says Infront’s CEO Kristian Nesbak.

News Agency Direkt is Sweden’s foremost source of financial news and has been ranked the number one news agency for the past 12 years. It has Sweden’s largest editorial staff for real-time coverage of market-moving news in the Nordic equity, fixed income and foreign exchange markets. The SME Direkt forecast service continuously compiles earnings estimates for listed companies. News Agency Direkt has had a newswire service in Denmark since 2005. Direkt has 48 employees and an annual revenue of approximately SEK 40 million.

“Direkt has actively worked to reach more readers via more channels. I see large opportunities to continue the positive development with Infront as the new owner. Together, we can deliver the Nordics best financial monitoring service”, says Torun Reinhammar, Managing Director Direkt.

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