

**Media ad spending in Finland now also reported on Alma Media's IR pages**

Roughly half of Alma Media's net sales comes from media sales, so knowing how the total media market is doing can be a helpful piece of background information. We have now gathered monthly and cumulative data by media group to our IR pages. The first reported month is January 2006. The data is updated monthly after TNS Gallup has released the figures mid-month. Take a look at [http://www.almamedia.fi/media\\_advertising\\_spending](http://www.almamedia.fi/media_advertising_spending)

**Q3 result on October 27: release out already at 9.00 a.m. EET**

The Q3 interim report will be published on Friday, 27 October at 9.00 a.m. EET, not at 9.30 as we stated earlier.

The presentation in English will be available at <http://www.almamedia.fi/home> at 11.00 a.m. EET.

President and CEO **Kai Telanne** and CFO **Teemu Kangas-Kärki** will present the Q3 result in a webcast starting at 1.00 p.m. EET, lasting approx. 20 minutes.

The conference call starts at 1.30 p.m. EET. Please call at +44-207 162 0125 at that time, if you wish to participate.

Best regards,

Terhi Lambert-Karjalainen  
Communications Manager  
+358-10 665 2251