

IFRS bridging figures published before Q1

Alma Media will adopt IFRS reporting rules from its first interim report in 2005. The company will published its opening balance sheet at 1 January 2004 in accordance with the new standard once the changes required by IFRS to associated companies become clear.

The plan is to publish the changes arising from both IFRS and segment-specific accounting before the annual general meeting takes place. These changes will be announced in a separate stock exchange release.

Roughly speaking, IFRS reporting is expected to add approximately EUR 10 million to the annual reported operating profit. The reason for this is that under current FAS rules operating profit is reported less amortization of goodwill on consolidation, which IFRS does not require. Goodwill amortization does not affect cash flow. The balance sheet is expected to grow by EUR 20 million.

Financial calendar 2005 now on the net

Alma Media's financial reporting schedule in 2005, and the timetable for share subscriptions under the warrants and for voluntary conversion of the share series, are now available on the company's website <http://www.almamedia.fi/investorscalendar>

Digiboxes a hit this Christmas

Twenty percent of all Finnish households were able to watch digital television, according to Finnpanel's October figures. Sales of digital set-top boxes are speeding up this Christmas. Finnpanel releases its next survey in January but this will not include Christmas sales. Alma Media now considers its previous figure of 600,000 digiboxes in use by the end of 2004 to be a conservative estimate.

Consumers are also showing increasing interest in interactive MHP devices. Read more at <http://www.almamedia.fi/home>

Alma Media wishes to thank you for your support and interest this year. Please don't hesitate to contact us whenever we can be of service.

Best wishes for the season!

ALMA MEDIA CORPORATION

ahti.martikainen@almamedia.fi
Vice President, Corporate Communications and Investor Relations
+358-9-507 8514

terhi.lambert@almamedia.fi
Communication Manager
+358-9-507 8791