

**Registration to attend EGM ends today at 12.00 Helsinki time**

Shareholders wishing to attend the Extraordinary General Meeting this coming Monday, 31 January 2005, can still register by 12.00 noon Helsinki time today, January 27. The meeting starts at 10.00 a.m. in Helsinki, Finland, at the Tapahtumatalo REX, Mannerheimintie 22--24. Registration starts at 9.00 a.m.

Media representatives can also register to attend the meeting at the venue itself. Note, however, that the presence of the media at the meeting will be decided by the meeting. Media representatives wishing to notify their attendance beforehand can call +358 (0)9 507 8731 or +358 (0)9 507 8776, or inform the company by fax +358 (0)9 507 8774, or by e-mail to [kati.kareinen@almamedia.fi](mailto:kati.kareinen@almamedia.fi).

The EGM has been convened to decide on amendments to the Articles of Association and to authorize the Board of Directors to sell the Broadcasting division or otherwise to participate in restructuring of the broadcasting business. For more information, please refer to the Notice of Meeting at <http://www.almamedia.fi/release?release=8573> and the proposal of the Board of Directors at <http://www.almamedia.fi/release?release=8583>

**Digital set-top boxes now used by an estimated 550,000 households**

513,000 Finnish households now have a digital set-top box according to a Finnpanel survey conducted at the end of November. Christmas sales were lively and we estimate that the year-end figure was around 550,000. The next survey will be performed at the end of February and its results published on 15 April 2005.

**Advertising up 11.5% in December**

Media advertising rose 11.5% in December 2004 compared to the same month last year, according to TNS Gallup Adex. Advertising for the full year 2004 rose 6.3% and this figure remains unchanged even if election advertising is excluded.

Aamulehti will become a mid-sized book publisher. Read more at <http://www.almamedia.fi/home>

Best wishes for the start of the year!

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