

Oy Herttaässä Ab  
(0761658-8)  
Domicile: Helsinki

Alma Media Corporation  
Board of Directors  
Eteläesplanadi 20  
00130 Helsinki

### **Demand to convene an Extraordinary General Meeting**

Alma Media's shareholder Oy Herttaässä Ab (0761658-8) that holds over 10% of the shares in Alma Media Corporation requests that the Board of Directors of Alma Media Corporation convenes an Extraordinary General Meeting (EGM) soonest to consider and resolve the following matters:

1. Composition of the Board of Directors:

Herttaässä proposes that the composition of the Board of Directors shall be discussed and changed at the EGM.

2. Repurchase of Alma Media's own shares:

The EGM is proposed to authorize the Board of Directors of Alma Media, in accordance with Chapter 15, Section 5 of the Finnish Companies Act, to decide to repurchase 10% of the company's own shares (7,461,200 shares).

The company's own shares would be repurchased with the unrestricted shareholders' equity, at the prevailing market price on NASDAQ OMX Helsinki Oy. The own shares repurchased for Alma Media can be retained by the company, canceled or further assigned.

The authorization is proposed to be valid until 31 August 2009.

3. Mergers and acquisitions:

Herttaässä proposes that the EGM considers the possibility to merge Alma Media Corporation and Talentum Oyj. The EGM should consider the shareholder benefits and implementation methods of the merger. An option for the implementation of the said merger would be an exchange offer for the shareholders of Talentum Oyj. Herttaässä proposes that the exchange ratio should be 3:1 - with three (3) Talentum shares a shareholder would receive one (1) Alma Media share.

Herttaässä proposes that the EGM resolves to merge Alma Media Corporation and Talentum Oyj, provided that the shareholders of Talentum Oyj approve the proposed exchange offer.

Helsinki 18 December 2008

OY HERTTAÄSSÄ AB  
Kai Mäkelä