



Combination Creates Largest Rural Advertising Agency With More than 50 Million in Annual Revenues; *Will Have Broader Presence and Improved Scale and Operational Efficiency*

College WBO Advertising and NPP Reklambyrå announced today they have signed a definitive merger agreement that will combine the two companies under the NPP Reklambyrå name. Both College WBO and NPP have made significant strides in transforming their organizations, and the merger will further accelerate this process for both companies. The combined business will have a broader presence and improved scale through a national footprint of four national offices. The combined company will also benefit from improved operational efficiency and knowledge in areas such as creativity, concept, brand management and information technology.

Mr. Mattias Bodin, CEO of NPP Reklambyrå: “The combination of College WBO and NPP is extremely compelling for our clients and associates and it will create a powerful leader. The merger will enable us to manage the businesses to produce a higher return on investments for both us and our clients than either company could achieve on its own.”

Dan Berggren, CEO of College Advertising continues; “The combination will greatly strengthen both companies by accelerating the growth strategy and enhancing the joint brand portfolio. This will clearly be a win for both companies’ clients. This will create a leading advertising organization and we have made great progress over night to strengthen the organization in terms of profitability and product offerings. We believe the combination will create a true leader in the advertising industry – both as a key part of local communities and as a national presence.”