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### **Sale of ONE Media Holding AB (Sweden)**

International Marketing & Sales Group Limited (AktieTorget: IMSG), ("IMSG" or "the Company") the emerging markets focused sales and marketing company, today announces the sale of 75 percent of the total number of shares in ONE Media Holding AB (Sweden), the Nordic communications group working with multichannel marketing, direct communication and contact center services. The business was sold to Multinetpartner AS, a company with focus on contact center business in the Nordic region. A substantial part of ONE Media Holdings business is focused around contact center related business.

This step is fully in line with IMSG's restructuring strategy aimed at focusing on trade marketing, retail marketing, and other specialist businesses which were historically the areas of biggest importance to IMSG, plus freeing up more capital and resources for core businesses needs. IMSG will remain a shareholder with approximately 20.5 percent of the shares in ONE Media Holding AB.

"We consider the ONE Media group of businesses to be strong with a lot of potential in the long run, and IMSG is certain that the new ownership through Multinetpartner AS will provide a perfect base for its future development and growth, with Multinetpartners expertise to be used to the benefit of all the businesses. We will remain in active cooperation with ONE Media Holding AB and also remain as the second largest shareholder with approximately 20.5 percent of the shares. This sale was to the mutual benefit of both parties, with all the legal relationships fully concluded." Says IMSG chairman Greg Thain.

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