



## Press release

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# EurosKILT Ørsta changes name to SafeRoad Group

## Parent company changes name to Saferoad AS

### Choosing the name

"The name has been chosen after a thorough process with both internal and external contributors," said CEO Jon Erik Engeset. "We wanted a name that is easy to pronounce and applicable internationally. In addition the name describes our main activity and reflects our vision of being Europe's leading supplier of traffic safety solutions."

"We are now developing SafeRoad Group's new graphic profile and presume this will be ready by the end of June," Engeset said.

### High ambitions

With 32 companies and more than 900 employees in nine countries, the newly merged corporation has set ambitious goals. SafeRoad Group is to be Europe's leading company within traffic safety. The company plans to get listed on the stock exchange in 2008.

"The European traffic safety market is entering a phase of consolidation, and we are positioning our company to be the largest and most innovative participant," Chairman of the Board, Erling Tvette, said. "In connection with the merger we have sold most of our non core portfolio and we now stand out as a full-range supplier of traffic safety equipment."

### Owner focusing on expansion

The Norwegian private equity company Reiten & Co is the primary owner of SafeRoad Group.

"The integration of the EurosKILT group and the Ørsta group is to a great extent completed. The company's organic growth is even stronger than what the parties based their decisions on when entering into the merger, and a solid basis has been built for implementing the corporation's strategy," Partner in Reiten & Co, Christian Melby, said.

### For more information, please contact:

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See also

[www.saferoad.no](http://www.saferoad.no)

### On the SafeRoad Group:

SafeRoad Group is a Norwegian owned industrial corporation comprising 32 companies in Norway and internal, with a total of around 940 employees. The corporation delivers products and systems for roads and streets as well as marina projects and balcony systems. The corporation has a 1.7 billion NOK turnover, with a strong growth. SafeRoad Group has more than 100 private and institutional owners. Reiten & Co, a Oslo based private equity company controls more than 50%. The corporation is to be listed on the Oslo stock exchange in 2008.