

Press release

SafeRoad Group acquires Danish Daarda Holding A/S

SafeRoad Group has signed an agreement with the owners of Daarda Holding A/S to take over Daarda Holding A/S and its subsidiaries. With this acquisition the SafeRoad Group further strengthens its position as the leading supplier of traffic safety solutions in the Nordic countries

The agreement covers Daarda Holding A/S and the subsidiaries Daluiso A/S, Dansk Signalmateriel A/S and Pflug Vejskiltefabrik A/S.

Daarda Holding A/S has experienced a positive development in the Danish market. The Group has a turnover of approximately DKK 145 million and has 68 employees. The companies enjoy a strong market position in Denmark, with emphasis on sale and rental of road safety products.

SafeRoad Group aims to become the leading supplier of traffic safety solutions in Europe, and the takeover agreement regarding Daarda Holding A/S is part of this strategy. Including Daarda Holding A/S in SafeRoad Group complements an already strong Nordic position. The acquisition provides considerable synergies and strengthens the Group's international position.

The agreement between Saferoad AS and Daarda Holding A/S is expected to be completed by 31 December 2007. The implementation of the agreement will not entail any changes in the management of Daarda Holding A/S or its subsidiaries. Managing Director Christian Daluiso continues as head of both Daarda Holding A/S and Daluiso A/S, and Erik Christensen continues as Managing Director of Dansk Signalmateriel A/S.

Odense and Ørsta, 8 November 2007

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The SafeRoad Group aims to become the leading traffic safety company in Europe. The Group supplies safety products and systems for roads and streets, and also for marina facilities. Saferoad AS is Norwegian-owned, with more than 100 private and institutional owners. Reiten & Co, one of Norway's leading private equity companies, is a major shareholder. In total the Group has around 1,050 employees in 35 companies, both in Norway and abroad. Annual turnover is approx NOK 2 billion, and the company is experiencing strong growth. Further information about the business is available at www.saferoad.no

Facts:

	SafeRoad Group	Darda Holding A/S
Turnover	NOK 2.000 billion	DKK 137 million
Employees	Approx. 1 050	68
Number of operations	35	4
Country representation	10	1