

7 February 2008

**Proposal for Authorisation to Decide on the Acquisition
of the Company's Own Shares**

SanomaWSOY Corporation's Board of Directors proposes to the Annual General Meeting of 1 April 2008 that the Board be authorised to decide on the acquisition of the Company's own shares.

Maximum amount of shares acquired

With this authorisation, the Board of Directors is authorised to decide on the acquisition of a maximum of 8,285,000 Company's own shares.

Acquisition of the shares and acquisition price

The shares will be acquired in a proportion other than that of the shares held by the existing shareholders. They will be acquired with the Company's unrestricted equity at their current price in public trading on the OMX Nordic Exchange Helsinki. The price for the acquisition of shares will be paid to the sellers in accordance with the rules of OMX Nordic Exchange Helsinki and the rules of Nordic Central Securities Depository Ltd.

The price of the shares acquired with this authorisation shall be based on the market price of SanomaWSOY share in public trading on OMX Nordic Exchange Helsinki, so that the minimum price is the lowest market price in the public trading and the maximum price is the highest price noted in the public trading during the authorisation period.

Retention, cancelling, and transfer of the shares

The shares will be acquired to develop the Company's capital structure, carry out potential corporate acquisitions or other business arrangements, or to be otherwise transferred, retained as treasury shares, or cancelled.

Other terms and validity The Board of Directors will decide on other issues related to the share acquisition.

The authorisation will be valid until the Annual General Meeting of 2009.

Helsinki, 7 February 2008

SanomaWSOY Corporation

Board of Directors

The Board's Proposal will be available for Shareholders to inspect on the Company's website at least one week before the Annual General Meeting, and will also be sent without undue delay to Shareholders upon request. It will also be available at the Annual General Meeting.