

SanomaWSOY Corp. Stock Exchange Release Feb. 20, 2003 at 12:00

EIJA AILASMAA APPOINTED PRESIDENT & CEO OF SANOMA MAGAZINES

Eija Ailasmaa, President (acting) of Sanoma Magazines B.V. has been appointed President & CEO of the company as of 1 March 2003. Ailasmaa has performed the duties of the President from August 2002. Previously she was President of Sanoma Magazines Finland Oy and Executive Vice President of Sanoma Magazines B.V.

Raili Mäkinen, President (acting) of Sanoma Magazines Finland Oy from August 2002, has been appointed President of Sanoma Magazines Finland Oy as of 1 March 2003.

Sanoma Magazines is SanomaWSOY Group's largest division with head office located in the Netherlands. The division publishes some 220 magazines in nine European countries and is a market leader in Belgium, the Czech Republic, Finland, Hungary, and the Netherlands. In 2002 the division's net sales amounted to some EUR 1 billion.

The Board of Directors of SanomaWSOY also confirmed SanomaWSOY's Management Group: Hannu Syrjänen, President & COO of SanomaWSOY (chairman), Aarno Heinonen, Senior Vice President, Administration and Finance, Nils Ittonen, Senior Vice President, Group Treasury and Asset Management, Kerstin Rinne, Senior Vice President, Group Legal Affairs and Planning and the Presidents of the five divisions: Eija Ailasmaa, Erkki Järvinen, Jorma Kaimio, Tapio Kallioja, and Seppo Kievari.

SANOMAWSOY CORPORATION

Raija Kariola
Vice President
Investor Relations and Group Communications

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