

10 February 2009

**Proposal for Authorisation to decide on the repurchase
of the Company's own shares**

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 1 April 2009 that the Board be authorised to decide on the repurchase of the Company's own shares.

Maximum amount of shares repurchased

With this authorisation, the Board of Directors is authorised to decide on the repurchase of a maximum of 16 million Company's own shares.

Repurchase of the shares and repurchase price

The shares will be repurchased with the Company's unrestricted shareholders' equity, and the repurchases will reduce funds available for distribution on profits. They can be repurchased either through a tender offer made to all shareholders on equal terms or in another proportion than that of the shares held by the existing shareholders, at their current price in public trading on the NASDAQ OMX Helsinki Ltd. The price for the repurchase of shares will be paid to the sellers in accordance with the rules of NASDAQ OMX Helsinki Ltd and the rules of Euroclear Finland Ltd.

The price of the shares repurchased with this authorisation shall be based on the market price of Sanoma share in public trading on NASDAQ OMX Helsinki Ltd, so that the minimum price is the lowest market price noted 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 repurchased 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 repurchase.

The authorisation will be valid until 30 June 2010.

Helsinki, 10 February 2009

Sanoma Corporation

Board of Directors