

DESCRIPTION OF THE FILE

Sections 10 and 24 of the Personal Data Act
(523/1999)

Date of drafting: 15 February 2011

Please note that this is an unofficial translation presented only for informative purposes.

1. Controller / Company	Alma Media Corporation P.O. Box 140 FI-00101 Helsinki Tel +358 10 665 000
2. The person in charge / contact person	General Counsel Mikko Korttila Alma Media Corporation P.O. Box 140 FI-00101 Helsinki e-mail: mikko.korttila@almamedia.fi
3. Name of the register	Annual General Meeting of Alma Media Corporation
4. The purpose for processing the personal data / the purpose for the use of the register	The purpose for use of this register is to enable shareholders of Alma Media Corporation to register for the Annual General Meeting. The technical provider of the service is Euroclear Finland Ltd. Personal data is required in order to verify the person's identity and his/her right to attend the Annual General Meeting. The company will not disclose the collected data for commercial purposes and the use of the register ends after the Annual General Meeting on March 17, 2011.
5. Content of the register	When a shareholder registers via the Internet, Euroclear Finland Ltd takes care of the technical implementation of data collection. The telecommunications connection from the user's browser to the server of Euroclear Finland Ltd is encrypted with SSL. The following identifying information may be collected through this service: name, personal identification code, address, telephone number, e-mail address and book-entry account number.
6. Regular sources of information	When registering via the Internet, the shareholder enters data about himself/herself. By a given personal identity number, the system compares the data given with the shareholder register of Alma Media Corporation maintained by Euroclear Finland Ltd and extracts the ownership information from the shareholder register. When making the authorization, the shareholder enters also the necessary personal data of the proxy representative.
7. Regular destinations of disclosed data or transferring of the data	The data will not be disclosed or transferred.
8. Transfer of information outside EU or ETA	Personal data is not be transferred to countries outside the European Union or the European Economic Area.
9. The principles how the data file / register is secured	A. Manual register The manual data shall be stored in an area with restricted access, available only for the authorized persons. B. Data register / ADP register Euroclear Finland Ltd shall be responsible for the maintenance of the register. The connection from a user's browser to the server of Euroclear Finland Ltd is encrypted with SSL technology. Technical data protection is being used in the application, by which the entered information shall remain

	unchanged and is available only for the authorized persons.
10. Right of access and realization of the right of access	<p>The shareholder shall have the right of access, after having supplied sufficient search criteria, to the data on himself/herself in the personal data file, or to a notice that the file contains no such data. The controller shall at the same time provide the data subject with information of the regular sources of data in the file, on the uses for the data in the file and the regular destinations of disclosed data.</p> <p>The shareholder who wishes to have access to the data on himself/herself, as referred to above, shall make a request to this effect to the person in charge at Alma Media Corporation by a personally signed or otherwise comparably verified document.</p> <p>Requests for the right of access shall be directed to Mikko Korttila; please see the contact details above.</p>
11. Right of access and realization of the right of access	<p>Everyone has the right to request rectification of invalid register information.</p> <p>If the mistake can be corrected by Euroclear Finland Oy, the controller transmits the correction requests to Euroclear Finland Oy.</p> <p>The controller cannot revise for example the faulty information which has come from the Account Operator.</p> <p>The rectification request should be made in writing and in sufficient detail.</p> <p>Requests for rectification shall be directed to Mikko Korttila; please see the contact details above.</p>