

The Offer is not being made, and this press release may not be distributed, directly or indirectly, in or into, nor will any tender of shares be accepted from or on behalf of holders in, Australia, Canada, Japan, New Zealand, South Africa, Switzerland, or the United States of America, or any other jurisdiction in which the making of the Offer, the distribution of this press release or the acceptance of any tender of shares would contravene applicable laws or regulations or require further offer documents, filings or other actions in addition to those required under Swedish law.

PRESS RELEASE

16 May 2010

EQT V INCREASES THE OFFER PRICE TO SEK 205 IN CASH PER SHARE

- The Offer price is increased from SEK 190 to SEK 205 in cash per share.
- Shareholders representing approximately 23.7 per cent of the share capital in AcadeMedia have undertaken to accept the Offer, provided that no competing bidder announces a significantly higher offer.
- The increased Offer values AcadeMedia at approximately SEK 2,473 million¹.
- The acceptance period is extended to run up to and including 31 May 2010.

EQT V Limited² ("EQT V"), through Svensk Utbildning Intressenter Holding AB³ ("Svensk Utbildning Intressenter"), announced on 28 April 2010 a recommended offer ("the Offer") to shareholders in AcadeMedia AB ("AcadeMedia" or the "Company") to acquire all the shares in AcadeMedia for SEK 190 in cash per share.

EQT V has today decided to increase the Offer price to SEK 205 in cash per share. The increased Offer represents an increase of 7.9 per cent compared to EQT V's previous Offer price and a premium of:

- 20.6 per cent compared to the offer made by Providence Education International AB of SEK 170 per share in AcadeMedia;
- 21.3 per cent compared to the closing share price of SEK 169.00 on 27 April 2010, the last trading day prior to announcement of the Offer;
- 44.1 per cent compared to the closing price of SEK 142.25 on 30 March 2010, the day prior to the abnormal share price movements in the AcadeMedia share⁴;
- 51.2 per cent compared to the volume weighted average share price of SEK 135.55 during the last 30 trading days up to and including 30 March 2010 (17 February – 30 March 2010); and
- 58.6 per cent compared to the volume weighted average share price of SEK 129.29 during the last three months up to and including 30 March 2010 (31 December 2009 – 30 March 2010).

Lannebo funds, Swedbank Robur funds and Fourth AP Fund, together representing approximately 23.7 per cent of the share capital in AcadeMedia, have undertaken to accept the Offer, provided that no competing bidder announces a significantly higher offer to the shareholders in AcadeMedia than the Offer.

¹ Based on the total number of shares outstanding in AcadeMedia as per the date of this press release, 12,061,246 B-shares

² EQT V Limited is a limited liability company organised in accordance with the laws of the Bailiwick of Guernsey with registered office at National Westminster House, Le Truchot, St. Peter Port, Guernsey GY1 3RA, Guernsey, acting in its capacity as "general partner" for EQT V (General Partner) LP, who in turn is acting in its capacity as (i) general partner of the EQT V (No.1) Limited Partnership and EQT V (No.2) Limited Partnership; (ii) agent for and on behalf of Investor Investment Northern Europe Limited; and (iii) manager of the EQT V Co-Investment Scheme. The fund EQT V is supported by its advisory company EQT Partners AB.

³ A newly formed company indirectly wholly owned by EQT V.

⁴ As a consequence of abnormal share price movements in the AcadeMedia share, AcadeMedia issued a press release on 6 April 2010 expressing Providence Equity Partners' interest in making a public cash offer of SEK 170 per share, confirmed by a Providence Equity Partners press release issued on the same day. On 22 April 2010 Providence Equity Partners, through Providence Education International AB, announced a public offer to acquire 100% of the shares in AcadeMedia for SEK 170 in cash per share.

In addition, Länsförsäkringar and Alfred Berg funds as well as Josef Elias, together representing approximately 6.9 per cent of the share capital in AcadeMedia, have, as previously communicated, expressed their support for the Offer.

AcadeMedia's bid committee has, as previously communicated, recommended that the Company's shareholders accept the Offer.

Shareholders who have tendered their shares at SEK 190 in cash per share will automatically benefit from the increased Offer of SEK 205 in cash per share without further action. The acceptance period for the Offer is extended to run up to and including 31 May 2010. The right to withdraw acceptances applies in the same manner as set out in the offer document.

In light of the information in this press release, Svensk Utbildning Intressenter will prepare and make public a supplement to the offer document. Provided that Svensk Utbildning Intressenter announces that all conditions to the Offer have been satisfied or waived no later than 4 June 2010, settlement is expected to begin on or about 8 June 2010. As set out in the offer document Svensk Utbildning Intressenter reserves the right to further extend the acceptance period as well as to postpone the settlement date.

The same conditions apply for the increased Offer as those set out in the offer document, including the right to waive such conditions. As previously announced, Svensk Utbildning Intressenter has on 11 May 2010 received the necessary clearance from the relevant competition authorities regarding the Offer.

Stockholm 16 May 2010

Svensk Utbildning Intressenter Holding AB

The Board of Directors

The information in this press release was made public on 16 May 2010 at 17:00 (CET).

For questions, please contact:

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For further information regarding the Offer see Svensk Utbildning Intressenter's offer document from 6 May 2010, which is available on www.eqt.se and www.nordea.se/placera, or contact Nordea on +46 (0) 8-21 27 67. A supplement to the offer document will be published in due course and will also be made available at the above mentioned websites.

NOTICE

The Offer is not being made to persons whose participation in the Offer requires that any additional offer document is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law. This press release and any documentation relating to the Offer are not being distributed and must not be mailed or otherwise distributed or sent in or into any country in which the distribution or offering would require any such additional measures to be taken or would be in conflict with any law or regulation in such country – any such action will not be permitted or sanctioned by Svensk Utbildning Intressenter Holding. Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions may be disregarded.

The Offer is not being made, directly or indirectly, in or into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America by use of mail or any other means or instrumentality (including, without limitation, facsimile transmission, electronic mail, telex, telephone and the Internet) of interstate or foreign commerce, or of any facility of national security exchange, of Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America, and the Offer cannot be accepted by any such use, means, instrumentality or facility of, or from within, Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America. Accordingly, this press release and any documentation relating to the Offer are not being and should not be mailed or otherwise distributed, forwarded or sent into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America. Svensk Utbildning Intressenter will not deliver any consideration from the Offer into Australia, Canada, Japan, New Zealand, South Africa, Switzerland or the United States of America.

Statements in this press release relating to future status or circumstances, including statements regarding future performance, growth and other trend projections and the other benefits of the Offer, are forward-looking statements. These statements may generally, but not always, be identified by the use of words such as “anticipates”, “intends”, “expects”, “believes”, or similar expressions. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of Svensk Utbildning Intressenter and AcadeMedia, including the effect of changes in general economic conditions, the level of interest rates, fluctuations in product demand, competition, technological change, employee relations, planning and property regulations, natural disasters and the potential need for increased capital expenditure (such as that resulting from increased demand, new business opportunities and deployment of new technologies).