

8 February 2007

**PROPOSAL FOR AUTHORISATION TO DECIDE ON THE PURCHASE  
OF THE COMPANY'S OWN SHARES**

SanomaWSOY Corporation's Board of Directors proposes to the Annual General Meeting of 4 April 2007 that the Board be authorised to decide on the purchase of the Company's own shares.

**Maximum amount of shares purchased**

With this authorisation, the Board of Directors is authorised to decide on the purchase of a maximum of 8,200,000 Company's own shares.

**Purchase of the shares and purchase price**

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

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

**Retention, invalidation, and disposal of the shares**

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

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

The authorisation will be valid until the Annual General Meeting of 2008.

Helsinki, 8 February 2007

SanomaWSOY Corporation

Board of Directors

The Board's Proposal shall

- be available for the shareholders inspection at the Company's website at least one week before the Annual General Meeting,
- be sent without undue delay to shareholders upon request, and
- be available at the Annual General Meeting.