



PRESS INFORMATION
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NonStop Entertainment launches virtual cinema theatre in Second Life

Scandinavian based film company NonStop Entertainment AB will launch a theatre in the virtual 3D-world Second Life. Through partnering with the Swedish daily Sydsvenska Dagbladet NonStop Entertainment AB will stream clips from its line-up of quality features on the virtual island "Sydsverige".

NonStop Entertainment will establish the first Scandinavian virtual cinema theatre in the web community Second Life. Second Life is a web based world in 3D-graphics built and owned by its residents where they act and interact.

NonStop Entertainment's virtual cinema theatre will be built on an island called "Sydsverige" established by the Swedish daily Sydsvenska Dagbladet. In the start phase the theatre will stream extra material like interviews and behind the scenes from the NonStop Entertainment line-up of quality films. Further ahead NonStop Entertainment will develop its online services and interactivity with its audience.

"We are very glad to be able to strengthen our online position by becoming the first Scandinavian film company to establish a cinema theatre in the Second Life community," says Ignas Scheynius, CEO NonStop Entertainment AB. "This is a natural part of our strategy where we're constantly looking to reach new audiences on as many platforms possible, new as well as traditional ones."

The NonStop Entertainment line-up is already available online through Video on Demand and Download to Own services in collaborations with partners like SF Anytime and Film2home.

As of today Second Life has over 6, 6 million users all over the world.
Read more about Second Life at www.secondlife.com.

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NonStop Entertainment AB is a Stockholm based distributor of quality feature films and television programmes, mainly for the growing Scandinavian market place. NonStop Entertainment AB is a company within Millennium Media Group AB (MMG) that holds NonStop Sales AB, NonStop Television AB and PrimeText International AB. Official website: www.nonstopentertainment.com