

P R E S S I N F O R M A T I O N  
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## **NonStop Television AB in new HDTV distribution-deal with Lagardère - adds LUXE.TV to the portfolio for the Nordic and Baltic region**

**At NATPE 2007 the Sweden based TV-company NonStop Television AB is proud to announce a new agreement with Lagardère Networks International to distribute the High Definition channel LUXE.TV. The international network will be distributed in Sweden, Denmark, Norway, Finland, Iceland and the Baltic countries: Lithuania, Estonia and Latvia, through a long-term distribution deal.**

LUXE.TV is a new International TV network dedicated to the luxury world with 100% original premium content from all over the world – all produced in High Definition. LUXE.TV is edited by the Luxemburg based DVL TV SA company. With reports from the capitals of luxury such as Paris, New York, Tokyo, Milan and Dubai, LUXE.TV is described as “the glossy paper of TV”. The sectors covered are: Real Estate & Home Design, Sports & Leisure, Hotels & Gastronomy, Beauty & Fashion, Cars & Yachting, Jewelry & Watches.

NonStop Television AB will distribute the English version of LUXE.TV which is also available in French and German in both HD and SD formats through Lagardère Networks International, LNI. Lagardère Networks International is a subsidiary of Lagardère Active which manages the international distribution of branded thematic television channels.

*“We are pleased that our longstanding relation with Lagardère has resulted in strengthening our channel portfolio with the High Definition quality channel LUXE.TV”, said Ignas Scheynius, CEO NonStop Television AB. “LUXE.TV will effectively drive the adoption of the HDTV concept in the Nordic and Baltic region”.*

*“Distributing LUXE.TV is obviously a good opportunity for LNI to be part of the new players in the emerging HD market place”, said Philippe Rouxel, Deputy Managing Director Lagardère Networks International. “Moreover this channel, already available in three different languages, will further strengthen the international profile of LNI’s channels’ portfolio. LUXE.TV has the ambition to become a reference on luxury trends and we believe it will happen soon”.*

The HDTV concept is already included in the NonStop Television’s line-up through the channel VOOM HD. The channel was launched in November 2006 and is progressing rapidly throughout the Nordic region.

Read more about LUXE.TV and Lagardère Networks International at [www.luxe.tv](http://www.luxe.tv) and [www.lni.tv](http://www.lni.tv). A teaser is available on LNI’s website.

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[www.nonstop.tv](http://www.nonstop.tv)

*NonStop Television AB, a company within the Millennium Media Group (MMG), operates the entertainment channel **Star!** in the Nordic and Baltic region as well as in the Benelux territories. It also operates the movie channels **Showtime** and **Silver** available in Sweden, Norway, Denmark and Finland. In addition, NonStop Television distributes the HDTV channel **VOOM HD** and the classical music channel **Mezzo** in the Nordic and Baltic region. MMG also holds the subsidiaries: NonStop Entertainment AB, NonStop Sales AB and PrimeText International AB.  
Corporate website: [www.nonstop.tv](http://www.nonstop.tv)*