



PRESS INFORMATION
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NonStop Television keeps expanding in Africa, moving on to Ghana and East Africa

NonStop Television get's ready to launch Star!, Showtime and Silver in Ghana, Kenya and Uganda on Next Generation Broadcasting (NGB)'s DTT platform Smart TV.

During the previous month NonStop Television has announced that the company will launch it's channels Star!, Showtime and Silver in South Africa and West Africa. Now the company adds East Africa to the launch as NonStop Television teams up with Next Generation Braodcasting (NGB) which will launch its DTT service Smart TV in the region. The channels were launched in Ghana on May 1st and will be launched in Kenya and Uganda on June 1st.

- Launching in Ghana and East Africa gives us a presence in a large part of Africa, we see this as an amazing opportunity to expand our brands internationally, says Ignas Scheynius, CEO at NonStop Television. We are happy to work with a proficient partner like Next Generation Braodcasting (NGB).

- We have conducted extensive research in our markets and viewers in Ghana, Kenya and Uganda have been unanimous that a quality action movie channel for men and a glamour and gossip channel from the world of fashion and Hollywood for women is a must when they select which pay TV service to acquire, said Andreas Lanz, Director of Programming for Next Generation Braodcasting (NGB). Showtime, Star! and Silver fulfil these needs and are a perfect combination of channels which will cater to the tastes and choice of our target market.

About NonStop Television

NonStop Television AB, a company within the Millennium Media Group (MMG), is a fast growing television company that features niche TV channels. Since May 1st 2010 NonStop Television operates 13 channels in 53 countries.

About Next Generation Broadcasting (NGB)

Driven by the digitalization of the global broadcasting markets Next Generation Broadcasting (NGB) provides affordable, widely accessible and readily available, post- and prepaid digital terrestrial TV services to emerging markets in Africa, Asia and Latin America, where economic development and rising personal income levels are creating increasing demand for electronic media services.

In order to support a country's social objectives in a financially sustainable way, NGB will take the role of DTT pay TV service operator, in partnership with local stakeholders.

Our key stakeholders and partners are TV broadcasters and operators, investors, and government agencies around the world. The TV industry is both local and global. NGB uses global networking to work with local interests to fulfill customer expectations.

NGB was founded in 2006.

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