



PRESS INFORMATION
Stockholm, December 1st, 2009

NONSTOP TELEVISION LAUNCHES BALTIC VERSION OF SHOWTIME

Today, on December 1st, NonStop Television launches a brand new version of the action packed film channel Showtime, customized for the Baltic countries. First to launch the new channel are operators Elion, Starman and STV in Estonia.

NonStop Television will launch a dedicated exclusive feed for the movie channel Showtime in the Baltic region. Showtime is a niche film channel that presents the best of action, thrillers, science fiction and other related genres from the last decades. A cavalcade of excitement and adrenaline-rushing action 24 hours a day, seven days a week.

The first operators to offer Showtime in the Baltic region are operators Elion, Starman and STV in Estonia followed by Latvia and Lithuania in the beginning of 2010.

"Elion's IPTV service has over 100 000 subscribers among Estonian and Russian households and it is important for us to offer a wide and high quality selection of channels. As movie channels are very popular, we are glad that Showtime launches in our network," said Lilian Viirma, Public Relations Manager at Elion.

"We believe that Showtime will be a very welcomed addition to the Baltic TV-landscape" says Ignas Scheynius, CEO at NonStop Television, "Showtime is one of our most successful channels with its attractive content appealing to a large audience."

NonStop Television has previously launched entertainment channel Star! and quality film channel Silver in the Baltic countries. This exclusive version of Showtime becomes the third channel launched by NonStop Television in the fast growing Baltic television market.

During the first season Showtime will present action loaded films such as *Open Range* with Kevin Costner, *Paranoid* with Jessica Alba and *Once a Thief* from acclaimed director John Woo. As a part of the launch, the channel is the official sponsor of the section Night Film at Tallinn Black Nights Film Festival.

NonStop Television works together with distribution and marketing agent WIDE MEDIA in the Baltic region.

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