

P R E S S I N F O R M A T I O N

Cannes, May 25th 2007**Silver celebrates one year – exceeds one million Nordic subscribers**

Silver has dual reasons to celebrate: the film channel has reached its 1-year birthday, and exceeds one million households in its distribution throughout the Nordic region. The passed year has been very successful with the launch of Silver on Canal Digital's platform and the premier as the first film channel available in mobile phones 24/7. Ahead lies the launch of Silver HD on September 1st 2007.

One year ago, in connection to Cannes film festival, the quality driven film channel Silver was launched by NonStop Television AB. The programming of highly acclaimed films from American independent filmmakers to the major talents of Europe, Asia and Scandinavia, has attracted operators all over the Nordic region adding up 1 million subscribers of the channel up to current date.

On May 1st this year, Silver was launched on Canal Digital's platform throughout Sweden, Norway, Denmark and Finland. In addition the channel is available through leading operators such as Swedish Com Hem, Boxer and Get in Norway. During the spring Silver became the first film channel in Europe available 24/7 on a mobile platform via mobile operator 3's new multimedia services.

Even more exciting launches lies ahead. On September 1st 2007 NonStop Television AB will launch Silver HD through Canal Digital's HD package. Silver HD will be the first film channel in the Nordic region where quality movies is aired with perfect picture quality 24/7.

"We are very proud over our successful launch of Silver with a distribution growing from zero to one million subscribers in just one year," says Ignas Scheynius CEO NonStop Television AB. "We're looking forward to launch Silver HD and to continue to deliver acclaimed features to the Nordic audience through traditional and new media platforms, in standard- and high definition."

This summer Silver's million wide audience will enjoy films from highly praised directors such as Ken Loach, Michael Winterbottom, John Sayles and Catherine Breillat.

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Silver – Where Movies Shine!

Silver is operated by NonStop Television AB, a company within the Millennium Media Group AB (MMG) based in Stockholm, Sweden. Silver is available in Sweden, Norway, Denmark and Finland and is distributed through leading operators such as Canal Digital, Com Hem, Get, DTT Sweden by Boxer and on the mobile platform through the Swedish mobile operator 3. The NonStop Television channel portfolio also includes the entertainment channel **Star!**, the action movie channel **Showtime**, the HDTV-channels **VOOM HD** and **LUXE.TV** as well as the classical music channel **Mezzo**. MMG also holds the subsidiaries: NonStop Entertainment AB, NonStop Sales AB and PrimeText International AB. Read more at www.nonstop.tv.