

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

Cannes, April 16th, 2007**Film channel Silver launches in standard- and high definition through Canal Digital**

NonStop Television AB is proud to announce the launch of the quality film channel Silver on the Canal Digital platform. Silver will be distributed in a standard- and a high definition version presenting compelling films throughout the Scandinavian territories. 24/7, subtitled and commercial free.

Silver in standard definition will be launched on the Canal Digital platform in Sweden, Norway, Denmark and Finland on May 1st. A refined high definition version of Silver will be included in the Canal Digital HD-package from September 1st, 2007.

"We are very pleased to further strengthen our alliance with Canal Digital through this agreement, allowing Silver to present its quality films to the Scandinavian audience in both standard- and high definition", says Ignas Scheynius, CEO NonStop Television AB. "Silver will be a qualitative complement to the Scandinavian TV-landscape and the first film channel in the region distributing films in high definition 24/7."

"We are very glad to include Silver in our distribution", says Arne Kvalheim, COO Canal Digital AS. "Canal Digital is leading the HD development in the Nordic region and Silver with its quality-edge content will be an enjoyable complement for our customers".

Silver puts focus on the true pioneers from American independent filmmakers to the major talents of Europe, Asia and Scandinavia. During the spring season Silver will present films from acclaimed directors such as Woody Allen, David Lynch, Robert Altman, Krzysztof Kieslowski and Claude Chabrol.

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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 Scandinavia and is distributed through leading operators such as Canal Digital AS, Com Hem, 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** 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.