



PRESS INFORMATION
Stockholm, November 30, 2009

Showtime, Star! and TV7 enters the Swedish DTT in Multiplex 6

On December 1st Showtime, Star! and TV7 will be available in the Swedish Digital terrestrial television for Boxers customers, through Multiplex 6.

The channels, Showtime, Star! and TV7 from NonStop Television, issued a placement in the new part of the Swedish Digital terrestrial television, Multiplex 6. The channels will be available to Boxers customers from tomorrow. In early 2010 a larger launch will take place where all the channels entering the DTT through Multiplex 6 will be divided in different packages. More information will follow later.

*- We are broadening our selection with these additional exciting channels which we are hoping will attract more customers to Boxer, says **Per Norman**, CEO at Boxer.*

*- We are very happy to now be broadcasting Showtime, Star! and TV7 through Boxer, says **Ignas Scheynius**, CEO at NonStop Television. Our channels will be a valuable addition to the Boxer customers.*

Showtime is a high profile niche movie channel which complements the existing premium channels in the market. The channel presents the best of action, thrillers, science fiction and other related genres from the last decades.

Star! is the obvious choice by viewers seeking the latest in showbiz news, behind-the-scenes on the sets of movies and TV series, as well as fashion and award shows.

TV7 is an entertainment channel that focus on love, drama and passion. It broadcasts romantic comedies, prizewinning American drama, smart sitcoms, lifestyle shows and addictive soap operas.

For further information please contact:

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