

PRESS INFORMATION
Cannes, April 17th 2007

The entertainment channel Star! launches in Lithuania

In May NonStop Television's entertainment channel Star! will be available in Lithuania through the country's largest Telecom Operator TEO.

At the end of last year entertainment channel Star! entered the Baltic region through distribution with some of the largest cable and IPTV operators in Estonia and Latvia. In May 2007 Star! will be available in Lithuania through TEO, the largest telecom operator in the country.

"We are very pleased to establish Star! in Lithuania through TEO, adding the last flag for our distribution in the Baltic region", said Ignas Scheynius, CEO NonStop Television AB. "With TEO as partner we've got a solid platform to present Star! as the entertainment channel no. 1 to the Lithuanian audience."

TEO is the largest Lithuanian broadband Internet access and voice telephony services operator, providing integrated telecommunication, IT and TV services to residents and business.

Star! presents Hollywood news and documentaries as well as a unique fashion coverage from around the world. The entertainment channel live broadcasts the biggest award shows such as Golden Globe Awards, the Grammy Awards, the Emmy Awards and much more.

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NonStop Television – Customized TV

*Star! is operated by NonStop Television AB, a company within the Millennium Media Group AB (MMG) based in Stockholm, Sweden. The Scandinavian Star!-format is a joint venture between NonStop Television and CHUM International. The NonStop Television channel portfolio also includes the action film channel **Showtime**, the premium movie channels **Silver** and **Silver HD**, 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.*