



P R E S S I N F O R M A T I O N
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Star! available in Estonian mobile phones through EMT

NonStop Television's entertainment channel Star! is launched as a 3G mobile-TV on Estonian EMT, the largest mobile operator in the region. This marks NonStop Television's first entry on a mobile platform in the Baltic area.

Through a new deal between NonStop Television and the Estonian mobile operator network EMT, the entertainment channel Star! will be available via 3G to the Estonian mobile costumers. EMT is Estonia's largest mobile operator.

"We are very pleased to make Star! available on Estonian mobiles via EMT," says Ignas Scheynius, CEO NonStop Television AB. "NonStop Television is constantly looking for new distribution channels for its TV-concepts and this marks an important step as our first entry on the mobile platform in the Baltic region".

Star! is already available on mobile platforms in Sweden through the leading operators 3 and Telia Sonera and was one of the first channels launched in mobiles through Telia in 2005.

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. Read more at: www.nonstop.tv.

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NonStop Television – Customized TV

*NonStop Television AB, a company within the Millennium Media Group (MMG), operates the entertainment channel **Star!** in the Nordic and Baltic region as well as in the Benelux territories. It also operates the movie channels **Showtime** and **Silver** available in Sweden, Norway, Denmark and Finland. In addition, NonStop Television distributes the HDTV channels **VOOM HD** and **LUXE.TV** as well as the classical music channel **Mezzo** in the Nordic and Baltic region. MMG also holds the subsidiaries: NonStop Entertainment AB, NonStop Sales AB and PrimeText International AB. Read more at www.nonstop.tv.*