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FOR IMMEDIATE RELEASE

Swedish-based Popwire launches Broadband Music Channel in Singapore

The Swedish pop invasion is not over yet. Popwire, a leading site for free downloadable music and entertainment content, today announced the launch of a new broadband channel on the Singapore ONE . Supported by the Infocomm Development Authority of Singapore (IDA), the channel will provide users with a wide variety of music related content and access to a comprehensive catalogue of quality music. Visitors will also be able to enjoy Internet Radio, Web-TV and editorial content. The launch of the site coincides with the IDA *FastTrack* seminar "Hooked on Broadband".

Anders Norström, CEO Popwire commented, "Working with Singapore ONE has allowed Popwire to gain an effective foothold on an attractive market. In securing the support of IDA we have been able to develop a broadband site optimized for local conditions. In turn, this means that we are in a position to deliver quality content swiftly and efficiently. As well as being beneficial to Popwire's artists we also believe that the broadband channel will provide an interesting addition to the services already offered to users of Singapore ONE."

"We are pleased that Popwire has chosen Singapore as the launch pad for delivering their content into Asia," said Mr Khoong Hock Yun, Assistant Chief Executive for Infocomm Development at IDA, "International technological innovators like Popwire can capitalize on Singapore's vibrant broadband environment and global connectivity as their business accelerator in Asia. Our Singapore ONE users will also benefit from the variety of content offered on broadband today".

The Singapore ONE broadband channel is one of several Popwire syndication partnerships and is in line with the company's strategy of providing music content to major sites and portals. These partnerships provide powerful Internet coverage and maximum exposure for Popwire's artists - increasing their chances of success and ultimately a record contract.

Notes to the editor:

About Popwire

The Popwire Group consists of three divisions - Popwire Music, Popwire Media and Popwire Technology. The core business concept is the production and distribution of entertainment content.

Popwire Music acts as a Pop Star generator giving artists the opportunity to achieve success and allowing the music industry to acquire and launch new stars with a proven track record.

Popwire Media is a content aggregator and distributor, featuring Internet, Radio and TV content produced in-house as well as externally produced material.

Popwire Technology develops IP based applications and broadcasting solutions for the Popwire Group, as well as external partners. The focus is on creating streaming media solutions for the Internet and the third generation of mobile communication.

Popwire syndicates content to several major portals and has strategic partnerships with leading technology companies. Popwire has 45 employees and is based in Sweden, with offices in Stockholm and London as well as local representatives in Tokyo and New York.

About Singapore ONE

Singapore ONE was commercially launched in 1998. It comprises a broadband infrastructure that provides high-speed, interactive, and multimedia applications and services for users. Developed by both MNCs and innovative Singaporean companies, Singapore ONE's services are designed to appeal to users of all ages and occupations, as well as businesses. Singapore ONE has the full support of the Singapore government, and is driven by the Infocomm Development Authority of Singapore, the National Science & Technology Board, the Economic Development Board and the Singapore Broadcasting Authority. More information can be found at <http://www.s-one.gov.sg>.

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