



Press release

July 6, 2001

## **Cell Network selling Cell Interactive TV**

**Cell Network's subsidiary, Cell Interactive TV, with its 20 staff, is being sold to London-based Sparkidea Consulting. This sale is one step in refining the core activity within Cell Network and creating profitability within all sections of the group.**

"This is the optimum solution for Cell Network and our customers. Cell ITV will have an active and focused owner who will give them a strong position in the new group, and the potential to further develop our joint ventures," says Pehr Andersson, head of the Media/Communication business segment at Cell.

Sparkidea Consulting specialises in digital media and entertainment and with this acquisition will gain access to advanced solutions for interactive TV and greater coverage on the Nordic market. Cell ITV's staff are being offered the chance to remain in Stockholm, integrated with Sparkidea's European network.

"Cell ITV is way ahead in digital development," says Willard Ahdritz, working chairman of Sparkidea Consulting. "Among other things, they have developed interactive services for the Olympic Games 2000, plus the advanced voting application for the Eurovision Song Contest. In other words, we are acquiring a highly skilled company."

### **About SPARKidea**

SPARKidea Consulting is a London based consultancy business focused on the digital media space. It was founded by SPARKidea. SPARKidea is a proactive private equity company investing in the media and entertainment sector. As new technology transforms and extends existing business models, significant opportunities are opened for new businesses. SPARKidea identifies high quality companies with latent potential that it can acquire or partner with. SPARKidea then extends their existing business models and creates new businesses through the introduction new technology, the provision of financing and proactive management involvement. SPARKidea was established in 2000 as a joint venture between the founders, Joakim Borgsved and Willard Ahdritz and NewMedia SPARK Plc.

### **For more information, please contact:**

Pehr Andersson, Head of Media/Communication, Cell Network AB, phone: +46 (0) 739 73 39 00  
Willard Ahdritz, working chairman of SPARKidea Consulting, phone: +44 (0)207 851 7724

---

Cell Network AB is a leading consulting companies focused on the IT/Internet, Telecom and Media/Communication. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, General Electric, Telia, AstraZeneca, Telenor, and Statoil. Cell Network is listed on the Stockholm stock exchange's Attract 40/ O-list and has about 1800 employees in 13 countries. Read more about Cell Network AB at [www.cellnetwork.com](http://www.cellnetwork.com)