



Pressrelease

Jonsered 990601

SCANDINAVIAN SOAP ON EXPORT TO POLAND

The largest Scandinavian TV-production Company, **MTV Produktion**, has licensed their successful television soap format "**White Lies**" to MT-ART, one of Poland's largest production companies.

The soap, that has been running successfully in Sweden and Denmark, has been licensed for 3 years, with a minimum of 450 episodes to be produced for local adaptation by MT-ART, for Polish market.

Production and broadcast is set to start in fall 1999/spring 2000.

"White Lies" is a daily drama serie about the people living in a smaller coastal town. The center of the attention is the local hospital, the school and the Beach Club including a bar and a Fitness Club.

"White Lies" who is running for its fourth season in Sweden is broadcasted on the Swedish satellite channel TV3 .

In Denmark it is running for its third season on the Danish TV3.

The rating of "White Lies" has increased during the hole period.

- We are happy to see that "White Lies" is continuing its success in Scandinavia and now also attracting other countries all over the world for locally adapted versions. We look forward to see the Polish version and to work together with MT-ART, which we believe will do a very good job with the Polish adaptation of "White Lies". The agreement with MT-ART in Poland is only the beginning and I am sure that there will be other territories to follow the success of "White Lies", says MTV Internationals President – Peter Greén.

For further information please contact:

Peter Greén
President
MTV International A/S
(45) 39 16 99 00

Malgorzata Lozinska
President
MT-ART sp. z o.o.
(48) 22 628 92 71