



PRESS RELEASE

August 31, 1999

## **SDI STARTS OPERATIONS IN ISRAEL, FRANCE, AND SINGAPORE**

**Subtitling & Dubbing International (SDI) continues to expand aggressively and has established three new wholly owned subsidiaries in Israel, France, and Singapore.**

SDI Israel is based in Tel Aviv and provides Hebrew services for international and local TV channels, film, and DVD distributors. Their first clients are two major international TV channels. The Israeli subtitling market is expected to expand as a result of the introduction of a new digital platform for TV channels. The popularization of DVDs is also boosting demand for subtitling in Hebrew.

SDI France is based in Paris and has initially provided French services for DVD production and for one international and one local TV channel. In France, dubbing is the most common method of producing local language versions. However, the spread of DVDs and digital TV should fan demand for subtitling.

SDI Singapore's main business comprises sales aimed at the Asian market. The office will also serve as a regional headquarters for SDI's Asian operations. The majority of TV channels that broadcast over Asia are based in Hong Kong or Singapore. SDI's subsidiary Media Watchers has its head office in Hong Kong. By opening an outpost in Singapore, too, SDI has strengthened its sales efforts in Asia. The office in Singapore will also serve as a base for further expansion in Asia.

SDI is the world's largest supplier of subtitling for TV, DVD, video, and cinema. SDI was founded in 1981 and for some time has run operations in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, Holland, Great Britain, Lebanon, Hong Kong, Japan, Taiwan, and Thailand.

**For additional information, please contact Staffan Samuelson, president of SDI, at +46-8-5220 3040 (work) or +46-70-762 0057 (cell phone).**

*Modern Times Group MTG AB is listed on the Stockholm Stock Exchange's O list (symbol: MTG) and on the Nasdaq National Market in New York (symbol: MTGNY).*

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