

Press Release

Framtidsfabriken acquires Production Medialab

Stockholm, September 21, 1999 --- Framtidsfabriken has signed a letter of intent to acquire Gothenburg based Internet company Production Medialab. Framtidsfabriken thereby gains its tenth office in Sweden. Production Medialab has 25 employees and brings competence in multimedia and film production to Framtidsfabriken.

“It’s great that we continue to find cutting edge competence in Sweden. The acquisition will above all bring new competence in the field of heavy media, meaning interactive broadband services. Besides that it will be a welcome reinforcement to our Internet consulting services”, says Jonas Birgersson, CEO Framtidsfabriken.

Production Medialab was founded 15 years ago as a pure play film production company. Technical advancements have since created a natural transition between film and Internet services, which dominates the business today. Among clients are Volvo, IHM Business School, The Gunnebo group, EKA Chemicals, Gunnebo Entrance Control, SMHI, IOGT/NTO, Försäkringskassan and Vägverket.

“Framtidsfabriken is an ideal combination for our integrated services within film, multimedia and Internet solutions”, says Thomas Stenberg, chairman of the board, Production Medialab. “The merger gives us a brand new platform to further develop and commercialize our broadband services and products.”

For further information, contact:

Jonas Birgersson, CEO Framtidsfabriken, +46 46 286 33 03, jonas.birgersson@framfab.se or Martin Anderlind, Market communications, Framtidsfabriken +46 70 658 85 42, martin.anderlind@framfab.se, <http://www.framfab.se>

Thomas Stenberg, Chairman of the Board Production Medialab, +46 31 13 34 44, thomas.stenberg@production.se <http://www.production.se>

Framtidsfabriken's business concept is to create new business for the evolving network economy through digital and interactive services. Framtidsfabriken today has 525 employees spread over 14 offices located in Gothenburg, Copenhagen, Linköping, London, Lund, Malmö, Stockholm and Paris. Framtidsfabriken is the general supplier of Internet services to Volvo Car Corporation, Volvo Group, Vattenfall, IKEA and Electrolux. Among our other clients are Astra, GE Capital, the SAAB Group, Tele Danmark and Unibank. Framtidsfabriken is listed on the Stockholm Stock Exchange (ticker FTID).