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PRESS RELEASE

Kamera Interactive extends European rights contract with Associated Press

Kamera Interactive has signed an extended contract with Associated Press for pan-European distribution of APTN (Associated Press Television News) video clips on the Internet. Under the contract, Kamera Interactive will market and distribute the APTN video material to Internet sites across Europe.

The APTN-material will be on sale on Kamera's distribution platform KameraOne, www.kameraone.com, the first fully automated business-to-business e-commerce platform for video clips. Subscribers to the service are able to "click and buy" from the vast supply of video content including general news, entertainment and sports.

"We are very pleased to work with APTN. There is a huge demand for high quality video news material from Internet sites, and by using material from APTN we are serving these needs and making it available via KameraOne", said Magnus Zaar, Head of Content Acquisition and Content Development, Kamera Interactive.

"The Associated Press and its video division, APTN, are set to become the world's pre-eminent news and entertainment information content provider to the online market. We already offer our own streamed service out of the United States, and elsewhere we are forging alliances with local market leaders such as Kamera Interactive, to offer a more regionalised service and meet the growing demand for video on the Internet", said APTN Director of Sales, Nigel Parsons.

Kamera is already successfully distributing material on a daily basis to a number of large Scandinavian Internet portals such as Aftonbladet, Everyday.com, Aftenposten, Chello Broadband and Spray and is now positioned to offer interesting content to the rest of Europe.

To find out more about KameraOne, please visit the website www.kameraone.com.

<http://www.kamera.com>

<http://www.aptn.com>

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For further information please contact:

Magnus Zaar, Head of Content Acquisition and Content Development, Kamera Interactive,
Tel: +46 (0)8-50 65 70 49 or +46 (0)709-31 15 49

Jenny Gejke, Communications Manager, Kamera Interactive, Tel: +46 (0)8-50 65 70 30 or
+46 (0)709-31 15 30

Nigel Parsons, Director of Sales, APTN, Tel: +44 (0) 20 7482 7446

Cetty Zambrano, APTN Marketing, Tel: +44 (0) 20 7482 7420

About Kamera Interactive

Kamera Interactive, founded in 1998, has rapidly become the leading provider of Internet TV in Europe. Located in Stockholm, Oslo, London, Amsterdam and Paris, Kamera Interactive focuses on Internet TV content by providing its customers with Europe's first market place for video content (www.kameraone.com) in combination with applications that permit the customers to customize the acquired content. Kamera also works closely to content owners assisting in repackaging their content rights to new platforms, as well as developing new solutions and formats. Among Kamera's clients are; Aftonbladet, AstraZeneca, Ericsson, Everyday.com, Finansstidningen, Finansavisen, Investor, OM, Microsoft, SEB, Telia, Matteus, Nettavisen, The Nobel Prize, MeritaNordbanken, Skandia, Snowdrops.com, Spray, Svenska Spel, Verdens Gang, Wideyes Swedish Open and WM-data.

About APTN

Launched in 1998 as a result of the merger between Associated Press Television (APT) and Worldwide Television News (WTN), APTN has rapidly established itself as the world's leading video news agency, now serving over 400 broadcasters worldwide. With a network of 83 bureaux covering news around the clock and throughout the world, APTN forms a vital part of The Associated Press, the world's oldest and largest newsgathering organisation.