

Press release, Stockholm March 24, 2011

Strategic acquisition gives Qbrick over 80 % share of Finland's Web TV market

Qbrick - Europe's leading Web TV and Mobile TV supplier, with its head office in Stockholm Sweden, is continuing its European expansion with the acquisition of Finnish Web TV company Camtenna and signs an agreement with production company GoodMood.

Camtenna is set to become an integral part of the Qbrick family. Camtenna has the majority of the largest Finnish companies using streaming media as its customers. Qbrick is now able to expand its offering and further develop the Finnish market together with Camtenna. With this acquisition the Nordic Fortress is completed and the focus will now be the expansion plans for the rest of Europe.

"We are the largest company within the European Streaming Media industry and now have a particularly dominant position in the Nordic region with seven offices in four countries," says **Eric Matsgård**, CEO of Qbrick. "Finland is an especially exciting market, as the only way to penetrate it is with local presence and long-term relationships. By drawing on one another's strengths, together, we will be able to build a platform for our expansion. There are also major financial advantages for both parties as well as for our customers thanks to our ability to achieve optimum scalability in the business model between countries.

Camtenna also has offices in Spain with costumers operating mainly within sports segments including soccer, basketball and bullfighting as well as media companies and large corporations, municipalities and government departments. This made the deal strategically very important for Qbrick when expanding further into Europe.

"Qbrick is a name that has, of course, been familiar to us for a number of years. When we first met to discuss a merger we immediately recognized the advantages of belonging to a significantly larger organization with a clear vision, a strong balance sheet and a European strategy," explains **Rami Alanko**, CEO of Camtenna.

In Finland, Camtenna has customers in all segments. Sport has undoubtedly developed the most in terms of Web TV in Finland. Sports broadcaster Urho TV's Play channel uses Camtenna as a streaming partner. The Finnish Parliament and Government are frequent Web TV users and Camtenna customers. Customers from the corporate world include major Finnish companies such as Sonera, Fonecta, Itella and Iltalehti. Several of the most popular daily newspapers are also represented, together with a number of organizations, e.g. the Finnish Association of the Deaf.

Camtenna was founded a few years ago, when well-known Finnish production company GoodMood set up its former R&D unit as a separate company. Qbrick will now also become an exclusive GoodMood supplier, enabling GoodMood to continue to provide its customers with first-rate Web and Mobile TV solutions.

For more information

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About Qbrick

Qbrick is the leading provider of Web and Mobile TV in Europe. The company was established in 1999 and has since then confirmed its position as a provider of turnkey solutions for the company's customers which operate mainly within segments such as TV channels, radio stations, media, advertising agencies and production companies as well as major companies, municipalities and government departments. Qbrick has about 90 employees with offices in Stockholm, Gothenburg, Oslo, Copenhagen, Aarhus, Helsinki, Turku and Madrid. The company will have a turnover of approximately MSEK 148 in 2011. Qbrick is owned by its founders, the staff and a few external investors. Visit www.qbrick.com for further information about the company.