



PRESS RELEASE

2002-03-19

ZOMBA RECORDS GRANTS MUSIC VIDEO LICENSE TO MUSICBRIGADE

Further expanding its music video subscription service, **Musicbrigade**, the leading European online music video company, today announced an agreement with Zomba Records Ltd., the world's leading independent record company. The agreement will add a multitude of catalogue and brand new music videos from Zomba labels such as Jive and Silvertone to the Musicbrigade music video service. Zomba is the home of artists like Britney Spears, Backstreet Boys, *NSYNC and R. Kelly. The selected video titles will enhance the value of Musicbrigade's current offering from other record labels of more than 2,300 music videos – all instantly available on demand or for creating personal playlists.

“With this agreement Musicbrigade takes another important step toward our ambition of building the biggest online music video archive in the world.

Adding Zomba's great music video catalogue with the likes of Britney Spears, *NSYNC, R. Kelly, Stone Roses and Jessica Folger to our existing offering of 2,300-plus brand new and classic videos, will be a feast for all Musicbrigade fans out there. They can decide for themselves what video to watch at any given moment and from any type of device“, says Anders Hjelmtoft, C.E.O. of Musicbrigade.

“With the increasing penetration of broadband access, we feel confident that working with platforms such as Musicbrigade will prove a valuable means of servicing video content to an expanding fan base for our artists across Europe“, commented Mark Krendel, New Media Manager at Zomba International Record Group.

About Musicbrigade

Headquartered in Stockholm, Sweden, Musicbrigade was founded in 1999 by a group of record industry executives, streaming experts and private investors. Today Musicbrigade has grown into Europe's largest online music video operation with thousands of music videos from international and local artists – all instantly available on demand and in top quality for subscribers. In addition, and free for all, are eight genre based pre-programmed music video TV channels streaming 24/7. Musicbrigade is focused solely on delivering music videos over the open Internet, broadband networks and over third generation mobile phones. More than 350,000 unique visitors per month rely on





www.musicbrigade.com as their source of new and historic music videos. Among the owners are, besides the founders, stock listed Affärsstrategerna AB (publ), EMI through Virgin Holdings Inc. and Zomba Records Ltd.

About Zomba

Zomba is the largest independent music operation in the world. Jive Records is the flagship label of the Zomba Label Group, which also encompasses the record labels Jive Electro, Silvertone, Verity, Volcano and Reunion, among others. Zomba is home to some of the biggest contemporary pop, R&B, gospel, hip-hop and rock artists in the world, including teen phenomenons Backstreet Boys, Britney Spears, *NSYNC and Aaron Carter; Grammy Award winner R. Kelly; hip-hop icon Mystikal; and Volcano's multi-platinum rockers Tool and 311. Jive Records, in particular, is known for consistently breaking the hottest acts. In fact, two-thirds of Jive's artist roster has achieved Gold or Platinum status - a claim no other record label can make.

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Affärsstrategerna is a leading seed investment venture capital company listed on the OM Stockholm Stock Exchange O-list. Affärsstrategerna invests value-added capital in innovative start-ups, operating in IT/Internet, Wireless and Life Science/Medical Technology, and has the potential to become market leader in its niche. Some of the companies in the portfolio are: Alpha Helix, aPROch, Arcticon Biopharm, A3TL, Cartesia, Chemel, Fingerprint Cards, FreeHand DSP, InfiniCom, M-Phone, Musicbrigade, Naty, Netbaby World, Optilink, Picron Microarrays, RaySearch Laboratories, RSC Technology, Samba Sensors, Sonesta, Strand Interconnect, SWATS, Webupdate, Widermind and Wireless Assets, Inc



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