

## **Press Release**

**August 15, 2002**

### **Telia continues cooperation with TV 4 on "Position X"**

**Telia is extending its strategic cooperation with TV 4, via activities connected with the new TV programme "Position X". Position Xtra are exclusively live broadcasts which will be shown on com.hem.se and Mediteve, so that viewers can follow the chase both on the internet and TV. Telia's mobile positioning service will localise the programme's hunters and hunted.**

The programme will start on 16 August and will be presented by Martin Timell. The idea of the programme is for hunters to chase people across Sweden.

After the programme has aired there will be an exclusive programme, Position Xtra, shown on the internet via com.hem.se, on TV via Mediteve and also at [www.tv4.se](http://www.tv4.se). There will be an extra half hour live broadcast from Studio 1 in Stockholm. Paul Tilly will present position Xtra and he will show clips not previously seen on TV, and interviews with everybody who has taken part in the programme. As is normal on Mediteve, viewers will be able to send text messages from their mobile phones, chat with each other and put questions to the hunters, the hunted and Martin Timell. The com.hem broadcast will begin on 20 August.

"It's great that we can extend our cooperation with the Position X programme. Our customers will have an exclusive programme content, both via the internet and TV. This is just the beginning of what we will be offering in future," says Indra Åsander, Telia's Internet Services Manager

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**For further information journalists can contact:**

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<p>Telia is the Nordic leader in telecommunications. Over the past year, we have streamlined the Group, focusing our core businesses making the company more flexible. Our four core businesses are: Mobile communications, Broadband and Internet, Fixed networks and International carrier operations. Telia is listed on Stockholmsbörsen. Sales Jan-Jun 2002 totaled MSEK 28,231 (27,795) and the number of employees was 16,561 (22,468). Sales 2001 totaled MSEK 57,196 and the number of employees was 17,149.</p>
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