

## Press Release

# Framfab and Independent Media Group Sign a Co-operation agreement

**Stockholm October 18, 1999 ---- Framfab and Independent Media Group's subsidiary company, Young Genius Software AB, have signed an extensive co-operation agreement. The partners will develop a number of multimedia products in the area of educational, play and learn software programs for children and inquire into the possibilities of other forms of co-operation.**

The first product is "A journey through Sweden". The production team consists of a number of persons who were responsible for the production of "The Greveholm Mystery", which has up to now sold in more than 110 000 copies. The products will be distributed both through IMG's traditional distribution channels, and digitally.

"The co-operation with Framfab is an important alliance. The new technology offers several new revenue possibilities for companies such as IMG, who are in control of the content", says Joakim Hedin, Managing Director of Independent Media Group.

The companies have also decided to explore the possibilities of a further co-operation in the fields of e-commerce and digital distribution (Mp3 and WAP).

"This goes to show that Swedish companies can obtain competitive advantages by ventures in infrastructure and competence. Building on this market advantage Framfab, together with other proficient partners can develop new products with an export potential", says Jonas Birgersson, CEO Framfab.

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### **For further information please contact:**

**Jonas Birgersson**, CEO, Framfab +46 46 286 33 03, [jonas.birgersson@framfab.se](mailto:jonas.birgersson@framfab.se)

**Martin Anderlind**, Market Communications, Framfab 046-70 658 85 42

[martin.anderlind@framfab.se](mailto:martin.anderlind@framfab.se), [www.framfab.se](http://www.framfab.se)

**Joakim Hedin**, Independent Media Group AB, +46 33 44 25 01 or +46 705-21 53 00, [joakim@independent-mg.se](mailto:joakim@independent-mg.se)

**Framfab's** business concept is to create new business for the evolving network economy through digital and interactive services. Framfab today has 550 employees divided among 15 offices located in Copenhagen, Gothenburg, Linköping, London, Lund, Malmö, Paris, Stockholm and Västerås.

Framfab is the general supplier of Internet services to Volvo Car Corporation, the Volvo Group, the National Power Administration, IKEA and Electrolux. Among our other clients are AstraZeneca, GE Capital, the SAAB Group, Tele Danmark and Unibank. Framfab is listed on the Stockholm Stock Exchange "O" list (ticker FTID).

**Independent Media Group** owns and run operations in the home entertainment field. The operations comprises of development and marketing of multimedia products for children and youths, record company with extensive export, retail films and sales and distribution of video, music and multimedia through wholly owned sales companies in Sweden, Norway and Finland. Independent Media Group possesses one of Sweden's most effective logistic centres for home entertainment products situated in the General Post office's depot in Borås.