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FOR IMMEDIATE RELEASE

Kamera Interactive co-operates with major cable-TV company:
Interactive sport-site brings coverage of the Swedish National Soccer League to Swedish broadband customers

Today, Kamera Interactive and com hem, one of the largest Swedish cable-TV companies, launch a whole new way of watching sports. At a new interactive sport-site, com hem's broadband clients can watch summaries and high-lights from every round of the Swedish National Soccer League. In addition the viewers can also see the details from all games sorted per their own favorite team or player.

"Together with com hem we can offer all the interactive TV-services everyone else is just talking about", comments Caroline Åstrand, Account Manager at Kamera Interactive. "Internet creates very exciting opportunities for interactive TV-formats – the viewers can finally decide themselves how and when they want to match their programs.

Kamera Interactive's contract with com hem includes all rounds of the Swedish National Soccer League until the final rounds in November. Also, via exclusive sport programs from Sports News Television com hem's viewers get the opportunity to see sports news from the entire world. The interactive sport-site is only available for com hem's broadband customers.

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Kamera Interactive, founded in 1998, has rapidly become the leading provider of Internet TV in Europe. With offices in Stockholm, Oslo and London, Kamera Interactive represents several leading providers of digital rights and our client base is growing. With our creative competence and with advanced technical solutions we help our clients to develop interactive communication solutions. Kamera also delivers news, sports, entertainment, finance and political information daily to many online newspapers, portals and Web sites.

Kamera Interactive serves more than 250 clients, like for instance Aftonbladet, Ericsson, Everyday.com, Finansstidningen, Finansavisen, Investor, OM, Microsoft, SEB, Matteus, Nobel Prize, MeritaNordbanken, Skandia, Spray, Telia, Verdens Gang and WM-data. Read more about Kamera at www.kamera.com.