

FRECKLES MOVES IN AT ZTV

This fall, ZTV-viewers will be able to follow the adventures of Freckles and her friends. Freckles is a tough woman in the middle of her career who has the main role in the animated net comedy. She's a go-getter, competent, brave and intellingt. Behind the net comedy 'Freckles' is the company MsFreckles.

Z-TV will show 10 episodes of Freckles and her friends this fall, starting Wednesday, October 4th. Earlier episodes of Freckles can be seen at www.msfreckles.com. MsFreckles is the first net comedy in the world to be shown on TV.

- *"This also demonstrates the possibilities there are for this new integrated concept, taking off where traditional TV production ends", says Charlotta Alsén, CEO for MsFreckles.*
- *"TV3 och ZTV are natural partners for this kind of partnership. As opposed to other TV companies, they are ahead in using new media", says Charlotta Alsén.*
- *"ZTV continues to offer it's progressive viewers first class entertainment. ZTV is the fastest-growing channel targetted for young viewers. During the summer we were bigger than SVT2, among others. We're far ahead in development and we're not afraid to try new possibilities", says Michael Porseryd, CEO of ZTV.*
- *"We think Freckles will be a success among our viewers.", finishes Michael Porseryd.*

Premiere on ZTV:

Wednesday 10/4, 7:25pm right after "Josefins värld"

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Facts about MsFreckles

MsFreckles is a branded marketing channel and meeting place for companies who want to increase sales to freckles, the target group of mobile professional woman between 20-45. AND

A lifestyle concept attracting the mobile professional woman by offering entertainment, simplification and relationship.