



Pressrelease

Stockholm, October 6, 2000

Expedition: Robinson's website developed and built by Mind

Mind has developed and built the portal for this season's series of the TV hit "Expedition: Robinson"* Mind has collaborated in this assignment with Webbtv and the website will contain a series of new functions not seen in previous years. After each episode, viewers will be able to read interviews and material not shown in the TV version. The portal will be launched on Saturday in conjunction with the start of this season's Robinson.

The hit TV series "Expedition: Robinson" is now entering its fourth season. Since the premiere in 1997, viewing figures have steadily increased. The viewing success has encouraged Swedish Television to try to offer viewers much more than a TV program this year. Mind has developed and built the portal. Webbtv has filmed on location and produced all the movie material for the website.

"Expedition: Robinson's website will be more than simply a source of facts for the program's viewers. The website has the capacity to offer interviews and other interactive services, and will be a natural continuation of the latest episode. The intention is for the series to consist of one TV episode per week and round-the-clock broadcasting on the Internet," says Anna-Karin Knutsson, project manager, Mind.

In addition to being able to view material not shown previously, visitors to the new website will have the opportunity to chat with and put questions to the participants.

"Naturally, it is a fantastic challenge to work with Swedish television and its portal for one of Sweden's most popular and publicized TV programs. We have enjoyed good collaboration with Webbtv. It is gratifying, of course, that our focus on the TIME segment is producing results and has proved to be in keeping with the times," says Jörgen Larsson, CEO of Mind.

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*In English-speaking countries, this series is known as "Survivor."

Mind AB is a third-generation Internet consulting company that specializes in portals that are designed to develop and strengthen the businesses of its clients. Mind has approximately 500 employees and focuses on the TIME (Telecom, IT, Media and Entertainment), finance and insurance, tourism and transport segments and on Network Pioneers (Internet operations based on new business models). Mind's customers include Ericsson, Göteborgs-Posten, Kreditkassen, MeritaNordbanken, Nokia, OM, Scandinavian Leisure Group, Telia and Unibank. The company is represented in Sweden, Norway and France and is traded on the O-List of the OM Stockholm Exchange.