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PRESS RELEASE

Kamera Interactive to broadcast The Nobel Prize ceremony

Kamera Interactive, Europe's leading Internet TV company, has been chosen to broadcast The Nobel Prize ceremony for the second year running. The ceremony will be broadcast live on www.nobel.se. December 10, 2000 and will include October's announcements for Chemistry, Physics, Literature and Economics.

The first live broadcast will take place on October 10 at 11.45 CET when the winner in Physics is announced. On December 11, Kamera will also produce interviews with winners as they collect their prize money. These interviews will be broadcast on Nobel e-Museum (www.nobel.se) at a later date.

"Broadcasting The Nobel Prize event over the Internet, allows us to reach out to the world, raising awareness of the remarkable efforts of all Nobel Prize winners. Last years broadcast was very well received and we're looking forward to working with Kamera again for the second time," says Hans Mehlén, The Nobel Foundation.

The Internet broadcast is a joint venture between Kamera and Teracom. The hosting of the transmission in Scandinavia is made possible via Sonera and internationally, Kamera co-operates with Akamai.

For more information, please visit the following web sites:

www.nobel.se

www.kamera.com



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About Kamera

Kamera is a unique provider of innovative Internet TV solutions to the European marketplace. With an unrivalled technological base and powerful content portfolio, Kamera creates added value for its customers through the development of integrated Internet TV concepts. The business is focused on distribution of TV-rights over the Internet, development of concepts and applications for Internet TV and production of webcasts. Kamera Interactive also offers Europe's first market place for video content KameraOne - www.kameraone.com. Kamera has offices in Stockholm, Oslo, London, Amsterdam and Paris and is listed on H&Q Tech Market in Stockholm, [Ticker:KAME], <http://www.hq-techmarket.com>.

Among Kamera's clients are; Aftonbladet, AstraZeneca, Bredbandsbolaget, Chello, ComHem, Ericsson, Everyday.com, ComHem, Finanstidningen, Finansavisen, Handbag.com, IBC Global Conferences, Investor, OM-group, Microsoft, SEB, Telia, Matteus, Nettavisen, MeritaNordbanken, Skandia, Snowdrops.com, Spray, Svenska Spel, Verdens Gang, Wideyes Swedish Open, World Online and WM-data.

