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PRESS RELEASE

Kamera signs global format deal with ENDEMOL

Kamera, Europe's leading Internet TV company, has signed a global format deal for F*CKING FAMOUS (formerly known as FAME FACTORY), the ultimate next generation interactive docu-soap with ENDEMOL Entertainment. Gary Carter, Executive Director, Programme Affairs, ENDEMOL Entertainment and Magnus Zaar, Senior Director of Content at Kamera negotiated the deal at MIPCOM.

Kamera, which developed the original concept for the series, will provide the highly advanced technical solutions for the show. ENDEMOL Entertainment, world leader in entertainment format sales, will handle the global marketing and distribution. Both companies will jointly develop the series over the next few months.

F*CKING FAMOUS throws the spotlight on a group of young people striving to be famous. Their task is to attract fame and they are able to increase their fame by interacting live with the audience on the web. F*CKING FAMOUS is an Internet-driven show combining daily TV coverage with extensive audience involvement and advanced interactivity.

Gary Carter at ENDEMOL Entertainment said: "We are very excited about F*CKING FAMOUS which takes the interactive docu-soap to a totally new level."

Magnus Zaar of Kamera added: "We pitched the concept of F*CKING FAMOUS for the first time at MIPCOM and the response has been amazing. We are delighted to be partnering with ENDEMOL which is a world class player in the global formats market."

Kamera is currently producing the Internet broadcasts of the THE BAR, an interactive docu-soap broadcast in Sweden and in Norway, and has extensive experience in creating interactive content for the Web.

ENDEMOL Entertainment has notched up an impressive track record producing a host of successful multimedia formats, including BIG BROTHER and THE BUS.

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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 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, The Nobel Prize,

MeritaNordbanken, Skandia, Snowdrops.com, Spray, Svenska Spel,
Verdens Gang, Wideyes Swedish Open, World Online and WM-data.