

Largest Nordic publishing house Allers förlag launches Web TV with Picsearch

Magazine Fiskejournalen releases professional fishing video channel

STOCKHOLM, Sweden, June 3, 2009 - The most widely read publishing house in Sweden, reaching nearly 50% of the population monthly, chooses Picsearch to power its latest Web TV channel. Picsearch and Allers förlag publishing house have entered into an agreement to provide the Web TV for the popular fishing magazine, Fiskejournalen.

Martin Falklind, Editor in Chief for Fiskejournalen said: "Our website fiskejournalen.se is increasingly important for our readers and Web TV is a natural part of our strategy to provide more and richer content to our visitors. A Web TV solution does not only have to provide video, but also offer easy navigation by categories and search, and possibility for user interaction by rating, sharing functionality and social bookmarking."

"We have been looking for a Web TV solution that could be used by our magazine editors that was powerful yet easy to use. Picsearch has been able to provide everything we need in one solution." Lars Tong Strömberg, Online Business Manager, Allers.

Fiskejournalen is the most popular fishing magazine in Sweden. The magazine provides extensive guides to the best fishing areas and reviews of the latest fishing tools and accessories. On the magazines website the visitors have access to a wide range of different services like news, reviews, discussion forums, market place, online community etc.

Robert Risberg, Picsearch's CEO, said "High quality niche news magazines like Fiskejournalen and many other publications of Allers förlag have great online potential. We are proud to be working with Allers förlag and are pleased that our technology can help give our partners competitive advantage in the media industry. We look forward to the next stages of our cooperation."

About Picsearch

Picsearch AB (publ) is a premium provider of online video and multimedia search services. Picsearch's flexible and reliable video solutions power market leading businesses online. Picsearch multimedia search services are market leading in relevancy and family friendliness and power numerous leading Internet sites as well as its own Internet properties. Picsearch was founded in 2000, is privately held and headquartered in Stockholm, Sweden. For more information please visit <http://about.picsearch.com>.

About Allers förlag

Allers förlag publications are among the most read in Sweden. Every month 34 magazines are published and read by over 4 million people. Editorial offices are located in Stockholm, Göteborg, Helsingborg and Malmö. Allers companies are the largest popular publishing house in the Nordic region with business areas in Denmark, Sweden, Norway and Finland. For more information please visit <http://www.allersforlag.se>

For more information please contact:

Carl Särnstrand, Communications Manager at Picsearch

Tel: +46 73 204 14 79

E-mail: carl.sarnstrand@picsearch.com

Lars Tong Strömberg, Online Business Manager at Allers

Tel: +46 42 17 35 00

E-mail: lars.tongstromberg@aller.se