



PRESS RELEASE

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Affärsstrategerna: Musicbrigade first in Europe to sign with EMI Recorded Music

Musicbrigade has signed a music video licensing deal with EMI Music Recorded Video to stream catalogue and new music video releases from EMI and Virgin artists on www.musicbrigade.com. The videos will be available for all viewers of Musicbrigade.com both on demand for personal playlists and on pre-programmed music video channels. Artists now include Spice Girls, Robbie Williams, Blur, Lenny Cravitz Chemical Brothers among others.

EMI is joined, among others, by Arcade and Stockholm Records which both signed with Musicbrigade earlier this year. Musicbrigade has now secured its position as European leader in music video content on the web.

"This deal will help us to bring our artists to more consumers world wide. Musicbrigade is a creative and advanced video company and we are excited about their technology and their future," says Jay Samit, Senior Vice President New Media EMI Records Worldwide.

"We are thrilled to be adding so many great EMI and Virgin music videos to our site. Music videos produced by EMI and Virgin artists have always been among the best in the market. Our viewers will be excited to be able to watch these videos over the net whenever they like," says Anders Hjelmtoft, CEO Musicbrigade

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Affärsstrategerna is a leading seed investment venture capital company listed on the OM Stockholm Stock Exchange O-list. Affärsstrategerna invests value-added capital in innovative start-ups, operating in IT/Internet, Wireless and Life Science/Medical Technology, and has the potential to become market leader in its niche. Some of the companies in the portfolio are: A Brand New World, Alpha Helix, Artema, Doorways Education, Chemel, European Institute of Science, Fingerprint Cards, FreeHand Communication, InfiniCom, Mainbox, Megacon, Mocat, Musicbrigade, Naty, Netbaby World, RaySearch Laboratories, RSC Technology, Samba Sensors, Skolboken.se, SWATS, Webupdate Scandinavia, Widermind and Yesitworks Sweden.



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