Press Release

Stockholm, October 28, 2009

# Voddler closes video-on-demand agreement with The Walt Disney Company Ltd and Paramount Pictures for multi territory movie deal.

Stockholm October 28, 2009: Today Voddler announces an exciting new agreement with the two major Hollywood film studios The Walt Disney Company Ltd and Paramount Pictures. The two studios will carry a selection of their films via the Voddler video-on-demand service in Sweden and forthcoming in Norway, Denmark and Finland.

Both agreements with The Walt Disney Company and Paramount Pictures are a breakthrough for Voddler. Feature titles from The Walt Disney Company portfolio (including films from Walt Disney Pictures, Touchstone Pictures and Miramax Films) in addition to Paramount Pictures and DreamWorks Studios will increase the great amount of entertainment already offered on Voddler.

The VoD (Video on Demand) service will allow customers to watch exciting new films with no download necessary, as movies are streamed direct to the computer. With several different payment models to choose from, ranging from ad-funded, monthly subscription or pay-per-view, Voddler is set to be one of the best film services in the Nordic region.

“Voddler has created an exciting service which offers consumers a well designed, easy to use interface from which to access content on demand. We’re pleased to be working with them to provide an easy, flexible way to view our features" says Maria Kyriacou, Senior Vice President, New Media Distribution EMEA and Canada, The Walt Disney Company.

“We welcome the opportunity to work with Voddler as an innovator in the digital space. Seeking out strong digital services to showcase our films is a key strategy for us. Voddler’s customers can expect an exciting line up of Paramount movies over the coming months. ” says John Robson, Vice President, Digital Distribution EMEA, Paramount Digital Entertainment.

Since the 1920’s, Paramount Pictures has been at the forefront of producing great film such as the classics Breakfast at Tiffany’s,Top Gun, Forrest Gump, in addition to DreamWorks productions such as recent blockbuster smashes Transformers and Iron Man.

“We are extremely pleased to conclude agreements with Disney and Paramount who have portfolios which appeal to a wide breadth of viewers. Disney and Paramount’s decision to work with Voddler at the launch also reflects that they are committed to providing consumers with new and legitimate options with which to access their content" says Zoran Slavic, Executive Vice President Voddler.

“The time has finally come for a high-quality, well assorted streaming service for video-on-demand. We have already seen a huge interest in the beta version and will soon start to hand out Voddler-invites to all our 500 000 customers” says Georgi Ganev, CEO of Bredbandsbolaget.

Bredbandsbolaget, part of the Swedish Telenor Group, is a leading broadband operator on the Swedish market with some 500 000 customers. A pioneer supplier of high-speed internet, Bredbandsbolaget has maintained an innovative position with a network which reaches two million Swedish households.

**More information, contact:**

More information, contact:

Marcus Bäcklund, CEO Voddler +46 (0) 733-80 17 80, marcus.backlund@voddler.com

Ellinor Lejman, Press Manager, +46 (0) 705 95 68 88, ellinor.lejman@voddler.com

**About Voddler**

Voddler offers a film service for home users where the complete experience is in focus. The joy of watching films, the inspiration and accessibility with a twist of the magic of the movie industry makes Voddler unique. The company has developed their own technology with a video on demand format, where a range of films can be seen by an unlimited number of users at the same time. There will be room for classics, blockbusters and independent films, Swedish as well as international. Voddler has instant play, HD quality and commercial sponsored material. Voddler is a legal alternative to file sharing and offers a new way for the film industry to meet the audience. Voddler is owned by Swedish and international private and institutional investors.