

PRESS RELEASE FROM MEDIAPROVIDER A/S ON NOVEMBER 2ND 2007

New Danish Photo-website Hits the Internet

Today, the Internet Media House, Mediaprovider A/S opens the shutters on Zoom-online.dk, a brand new Danish photography website for professional photographers and everyone who would like to be in that category.

Today the photo-magazine Zoom present their own website. Zoom's Editor in Chief, Brian Dixen, who himself has trained as a press photographer, explains: "Zoom has been on the market for three years. Now is the time to take this media to the internet. For a long time, we have been convinced that there was lack of a photo-website dedicated to other issues than merely the most compact and the cheapest cameras".

"Zoom is for people with some years experience in digital photography and those who are ready to venture into the world of digital reflex cameras as well as the people who would like to know more about all the accessories available in the market", Brian Dixen says.

The reason why Mediaprovider has chosen this particular moment to release Zoom onto the net, is due to the current explosive growth experienced in the segment for more expensive digital reflex camera. The sale of this type of camera has drastically increased over the past 18 months.

The content of Zoom-online.dk is based on a solid daily news coverage as well as testing of the most significant cameras in the market. Furthermore, the aim of the website is to familiarize the readers with the use of image editing programs such as Photoshop or Lightroom. "There is no doubt that in order to be a good photographer today, on top of the ability to "see in pictures", there is an increasing need for an ability to edit and manipulate photographs electronically", Editor in Chief, Brian Dixen concludes.

As the only Danish media, Zoom is a member of EISA's photo committee. EISA is the most significant photoorganisation in the world and counts 49 members of 19 nationalities. Furthermore, Zoom participates in the large photography exhibition in City 2 in Taastrup, Denmark, opening this Friday.

Contact and Further Information:

Director of Development and Editor in Chief
Zoom – Denmark's Professional Fotomagazine
Brian.dixen@mediaprovider.dk
Cell. +45 2999 5080

Mediaproviders activities in Denmark

In Denmark Mediaprovider A/S publish the magazines: Mobil, fotomagasinet Zoom and gadgetmagazine GEAR as well as the it-industry-magazine CRN. On the internet, the company runs the sites: the it-portal ComON.dk, CRN.dk, the it-jobportal jobeassy.dk, it-profiler.dk, the Mac-site mediamac.dk, the youthsit Netstationen n.dk, GEAR-online.dk, ZOOM-online.dk and mobil.nu. Mediaprovider produce tv-broadcasts for ComON, GEAR, Mobil og CRN.

About Mediaprovider

Mediaprovider Scandinavia AB is an expansive media company focused on internet publishing. The company is traded on First North and runs the following websites in Sweden: mobil.se, mobilforum.se, kameraochbild.se, fotoguiden.se, prylportalen.se, stardustmagazine.se, dvdforum.nu og mobilmagazine.com. Furthermore, the magazines Mobil, Kamera&Bild and Allt om Film are published in Sweden.