



Zodiak's previously announced acquisition of fast growing distribution and production company Bullseye TV in the UK is now completed

Zodiak Television's previously announced acquisition of Bullseye TV, a London based, fast growing international distribution and production company with an expected 2007 turnover of almost 3,6 MGBP and EBIT margins in the region of 20 %, is now completed.

Bullseye was established in the late 90's as a dynamic and innovative independent distribution and production company. Recently appearing both in the Broadcast Top 100 Production and Top 30 Distributor Lists (where it was named as the fastest growing distributor in the UK), Bullseye has a strong reputation in the UK and an enviable presence in the international television market.

In connection to this acquisition, Zodiak's distribution is moved to London and merged with Bullseye's distribution but keeps operating under the brand Zodiak Television World. Zodiak Television World now strengthens its management and product portfolio and creates a substantial full service distribution company. Bullseye's production company remains a separate entity and complements Zodiak's other production company Diverse Productions.

There will be substantial non-recurring costs when selling the assets of Zodiak Television World to Bullseye and moving the activities to London, hence shutting down all distribution operations in Copenhagen. The non-recurring costs will have an effect in quarter 3 and the integration process will last through the year. More information will follow when the deal is concluded.

The acquisition is made partly with cash and partly through a headed new share issue of stock in Zodiak, serial B, to an amount of SEK 4.0 million. The parties have agreed to hold the cash portion of the purchase price confidential. Additional payments might be made subject to the development of the earnings.

For further information, please contact:

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***Zodiak Television AB** carries on the development, production and sales of TV programmes under the brand names of **MTV Mastiff, Mastiff Media, Mastiff, Jarowskij, T & T Broadcaster, Look Entertainment, Diverse Productions, Social Club Production 5th Element, Bird, TeleAlliance, Dixi Media, YS Films, Bullseye and Kanakna** in Sweden, Denmark, Norway, Finland, England, USA, Poland, Russia, Ukraine, the Netherlands and Belgium. The subsidiary company **Zodiak Television World** sells the programmes and rights of the Group and other production companies in the international market with customers in more than 70 countries.*