



Zodiak takes a stake in Indian production company SOL

Zodiak Television acquires 35 % of fast- growing and highly reputable Indian independent production house Sol, subject to final agreement.

Zodiak Television and the owners of Sol have entered into a Memorandum of Understanding and the deal is subject to due diligence and final agreements. The two companies will now cooperate on actively developing Sol as a company with the aim of Zodiak increasing its stake in a later stage.

Sol is a fast-growing independent production house, launched by former U-TV Executive Producers Kamna Nirula Menezes and Fazila Allana in January 2003. Sol specialises in non-fiction entertainment television and event management and produces, among others, *The STAR Privaar Awards* which has consistently been the highest rated event in the country as well as award-winning shows such as *Koffee with Karan* and *Nach Baliye*.

- "The Indian content market is one of the most vibrant in the world. A country where half of the 220 million households have TV sets and 70 million are multi-channel, is an exciting prospect for us. With around 70 new channels set to launch this winter alone the scope for content production is mind-blowing! Sol and its founders have a perfect platform, network and reputation and we're extremely pleased to be working with them as we enter this fascinating arena", says Patrick Svensk, President and CEO of Zodiak Television.

Zodiak Television World, the distribution arm of Zodiak Television Group, will, subject to final agreement, licence and distribute Sol's programming internationally, excluding India.

- "We've been watching with interest the amazing expansion of Zodiak throughout Europe for a while now. The time is right for us to link up with a big, international player to extend our brand outside of India and to grow our programming portfolio within it", says Fazila Allana, founder and MD of Sol.

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, 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, Belgium and the Netherlands. 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.

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