



**Press release
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A COMPANY and BUDAPEST FILM to cooperate in VOD BUSINESS

Berlin-based A COMPANY CONSULTING & LICENSING AG and Hungary's leading independent distributor, BUDAPEST FILM signed a Letter of Intent to establish a European VOD Platform, Filmklik Europe.

Therefore A COMPANY CONSULTING & LICENSING AG will acquire shares of the up-and-running VOD operator "Filmklik Hungary" online since June 1st 2007. Filmklik Hungary together with A COMPANY will develop and set up a pan-European VOD platform which will have its focus at the beginning on all Central and Eastern European territories (Bulgaria, Romania, Baltic States, Poland, Czech Republic, Slovakia).

Filmklik Europe will offer all films acquired by EEAP Eastern European Acquisition Pool, an associated company of A Company– in some cases even exclusively. Further, Filmklik Europe will present collections of select libraries from USA and Europe, special interest programs, online Film Festivals and other content.

"Both partners intend to develop Filmklik Europe to become one of the leading VOD platforms in Central- and Eastern Europe very soon" says Peter Bognar, Co-Managing Director of Budapest Film. "Together with local partners in each territory, we are able to approach costumers in reflection of the different national taste, cinematic tradition and marketing strategies".

"We are facing an enormous change and challenge in the Home Entertainment world" says Alexander van Dülmen, CEO of A Company. "Internet-based VOD will sooner or later replace almost the entire DVD rental and sell-through business. It also offers to the consumer an alternative to TV. We have a strong interest to participate at the beginning of the technological change. EEAP, A Company and its partners are film experts in each of their territories. We know how to market films, all involved parties are well experienced distributors in their countries."

In Central and Eastern Europe – without CIS – about 100 million people live in 35,5 million households. Until the end of 2008, Filmklik is planned to be online in almost all Central and Eastern European countries. In 2009, the offer will be expanded to many CIS territories as well. "We will not limit ourselves in regard to further territories. We would also consider cooperations with other independent VOD platforms in Europe" says Peter Bognar.

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