



 **PRESS RELEASE**

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EEAP and Kino Swiat in Poland enter partnership for VOD exploitation and TV sales, with effect from 1 January 2012.

EEAP Eastern European Acquisition Pool and Kino Swiat have concluded a strategic partnership in the field of Video on Demand distribution and TV sales in the Polish market.

The partnership is comprised of a three year framework agreement, where EEAP and Kino Swiat will be handling a combined catalogue of more than 800 titles in total for VOD purposes in the Polish market.

Titles from the upcoming EEAP slate and library includes: THE KING'S SPEECH, The SAW Franchise, MACHETE and future releases such as THE IDES OF MARCH, TWO DAYS IN NEW YORK and CLOUD ATLAS.

The catalogue of Kino Swiat, the leading independent film distributor and producer in Poland includes international hits like I DON'T KNOW HOW SHE DOES IT and Woody Allen's MIDNIGHT IN PARIS, as well as the successful local production WYJAZD INTEGRACYJNY (Inclusive trip).

The new agreement with Kino Swiat is an extension of a co-operation in effect since 2005. It enables Kino Swiat and EEAP to offer a comprehensive portfolio of the most attractive film content to all existing and future VOD platforms in the Polish market. The merger will also position the catalogue as the largest independent film offering to the TV channels in the mentioned market.

"We are extremely pleased to begin working with Kino Swiat in the exciting field of VOD exploitation. The merger of the EEAP and Kino Swiat VOD catalogues, will further strengthen the positions for both companies as the leading independent content suppliers to the various platforms in the highly developed on demand market in Poland", says Alexander van Dülmen, Managing Director of EEAP.

"Combining both internationally commercial slates of films from Kino Swiat's and EEAP's respective libraries will undoubtedly create an impressive larger and more comprehensive catalogue that will not only benefit both companies, but also the viewers in Poland who enjoy the films we provide whether it be via TV or VOD," says Tomasz Karczewski, Managing Director of Kino Swiat.

EEAP Eastern European Acquisition Pool GmbH is one of the leading film licensing companies for Central and Eastern Europe, including the CIS.

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