



Dreampark Replaces IPTV Middleware Competitor at Ireland's Magnet Networks

NORRKÖPING, Sweden – March 24, 2009 – Dreampark, one of the leading IPTV middleware providers on the European market, today announced its first customer in Ireland as Irish IPTV and ISP provider Magnet Networks has upgraded their existing middleware solution to Dreampark's Dreamgallery™, further strengthening the company's position as the leading IPTV middleware provider in Europe.

Magnet Networks, the largest provider of broadband and IPTV services on the Irish market, has chosen to change their current middleware solution to Dreamgallery after an extensive selection process that tested its speed, flexibility and user-friendliness.

"Magnet proposition has been to give its customers more long since believed in giving our customers more, and this is exactly the reason behind our decision to select Dreampark as our new IPTV middleware platform" say Mark Kellett, CEO of Magnet Networks. "We have very high expectations set by our customers, and rightly so. We need a best in class Middleware that provides us with an advanced feature set, a committed and innovative roadmap, a vast choice of integrated partner vendors and top class support in an ever changing industry. Dreampark not only meets these expectations, but greatly exceeds them with their experience gained from being Europe's most deployed middleware."

"Magnet Networks is the largest IPTV provider in Ireland and we are proud that they chose Dreampark and gave us the opportunity to demonstrate the Dreamgallery solution in its entirety.. We are confident this partnership will successfully achieve Magnet's goal of increasing its IPTV subscribers," says Per Skyttvall, CEO at Dreampark. "We are satisfied with this win and look forward to working with a true pioneer within the IPTV space."

About Magnet Networks

Magnet Entertainment, the consumer services division of Magnet Networks, utilises the latest in broadband technology to provide a range of phone, internet and TV services to Irish residential customers nationwide. The company has pioneered super-fast broadband in Ireland offering speeds of up to 50Mbps and owns the largest fibre network in Ireland and the UK. For more information, visit Magnet Networks at www.magnet.ie.

About Dreampark

Dreamgallery™ is the most deployed IPTV middleware in Europe. Clients include Boxer, Canal Digital, Dansk Bredband, Teracom, Smile Content and Viasat.

For more information, please visit www.dreampark.com.

PRESS RELEASE

Media Contacts:

ink Communications

Jennifer Hicks

+31 (20) 7084700

jennifer@theinkstudio.com

Alex Crabb

+1-617-477-6885 ext. 1

alex@theinkstudio.com

Bvisible

Bernice Burnside

+353 1 845 2401

bernice@bvisible.ie