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White Shark builds content portal with Tele2

White Shark is entering into an agreement with Tele2 regarding sales of digital content for the feature *Gnomes & Trolls – The Secret Chamber*. A web portal with content from the feature will offer ring tones, animated logos, backgrounds and music.

The agreement entails Tele2 marketing the feature towards their existing customer stock in the fixed line and mobile network via direct promotion as well as on their webpage tele2.se.

White Shark grants Tele2 exclusive rights to the material from the feature. The material consists of *Made in Sweden*–artist Janet Leon's title song "Fly Away" produced by Anders Bagge and Oscar Merner. White Shark will also contribute funny lines by among others Dogge Doggelito, Sven Wollter and Henrik Hjelt, which will be sold as ring tones via the portal.

"Our goal is to create multiple revenue streams through other channels than movie tickets and DVD-sales. The collaboration with Tele2 strengthens our concept of delivering digital content to new medias", says Robert Rhodin, CEO of White Shark.

The Partnership has already begun and a specialized portal for the film *Gnomes & Trolls* is planned for completion in mid-February when the sales of the digital content will begin. In conjunction with the portal, a competition will be launched and continue throughout February and March, and White Shark will arrange a sneak preview exclusively of *Gnomes & Trolls* for Tele2's customers.

Further information surrounding the agreement will be presented at the Year End Report on February 28th.

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Any questions regarding the above should be directed to
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White Shark AB (publ)

White Shark is a company that specializes in creating digital brands focusing on film, toys and games. The company has produced the film *Gnomes & Trolls – The Secret Chamber*; the film has been sold and delivered to 75 countries so far. The sequel *Gnomes & Trolls – The Forest Trial* is under production and sold to 65 countries.
The Company is listed on Aktietorget, Sweden.

www.whitesharkfilm.com