



FOR IMMEDIATE RELEASE

Dreampark Builds on Success of 2009 with Continued Company Expansion

Company to hire 30% more employees to respond to customers and new business in 2010

NORRKÖPING, Sweden – FEBRUARY 4, 2010 – Dreampark (www.dreampark.com), one of the leading providers of Middleware for any platform - cable, terrestrial or IPTV - in the European market, announced today it will expand the company by 30% and increase staffing in 2010 in order to meet the demands from existing customers and respond to new business opportunities.

"We are very pleased with the results we've had in 2009, especially considering the adverse financial environment in most of our markets," said Per Skyttval, CEO, Dreampark. "We are committed to growing our business and revenues by 30% in 2010, and the right way to do that is to expand our resources by hiring the best and brightest minds that are available to us."

Dreampark is celebrating its success after having expanded the company resources by 40% in 2009. In 2010 Dreampark is committed to remaining the most deployed IPTV Middleware in Europe and plans to make new hires despite the recession that has gripped the world over the past year.

Dreampark has seen a huge demand for its Next Generation Portal, scheduled for release in Q1 2010. The Next-Generation Portal Generator brings the Dreamgallery Middleware "What-You-See-Is-What-You-Get" graphical user interface to a new level giving operators full control of their TV portals for customization and regionalization. Allowing operators to see changes take effect in real time makes it easier than ever for them to create a business portal and push revenue generating opportunities to customers.

Operators who already have a Middleware solution need more flexible front-end solutions to integrate with their Middleware providers' back-end and Dreampark has responded to this trend, which is another reason for Dreampark's decision to expand. The company has seen great interest from operators in the Front-end business approach that Dreampark has created to allow operators that already have a Middleware solution in place to add new services in real-time and to really see what they are getting and exactly how it will look for the user.

The company continues to expand its offering to service providers by allowing for diverse next generation User Interface for TV and content platforms with support for Over-the-top services. Dreampark expects increased interest from operators in OTT service support over the next year.

During 2009, Dreampark expanded within research, development and sales. During 2010, the expansion will continue to focus on those areas including professional services. Dreampark also recently received a substantial investment from the private investment firm Acacia Asset Management AB in Sweden for continuing further development of their IPTV technology.

About Dreampark

Dreampark delivers TV on Your Terms. Dreampark's Dreamgallery™ is the most deployed IPTV Middleware in Europe. Dreamgallery is a robust and revenue-generating solution delivered to some of the world's first commercial IPTV deployments. Dreampark's Dreamgallery™ maximizes operator flexibility and performance by taking advantage of the powers of open standards, such

as HTML and SVG, combined with a comprehensive SDK this allows operators to get full control of their TV portals for customization and regionalization. Dreampark's strong commitment to provide the best performing browser-based client on the market is based on end user research and has resulted in a unique combination of outstanding user friendliness, openness, flexibility and TV application feel. For more information, please visit www.dreampark.com.

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