



PRESS RELEASE

FOR IMMEDIATE RELEASE

Little Princess charms PAN Vision and Frima Studio! The princess will extend her kingdom to a video game

Quebec City, CANADA – December 3, 2009— Swedish publisher PAN Vision and Frima Studio officially announced the development of “Little Princess”, a brand new game for girls on Nintendo Wii and PlayStation Network. The popular European character based on the best-selling children’s picture book already has its animated series on TV, currently being broadcasted in 168 countries and will have its own video game on summer 2010.

Always asking questions about how the world works and delightfully obstinate when things don’t go her way, Little Princess is like almost every kid. Full of energy and very curious, the princess will continue charming girls from all over the world with her new video game.

“As a developer specialized in virtual worlds for kids, Frima Studio knows how to bring a fantasy world into a video game. We are very happy to work with their team to bring this brand to console,” mentioned Daniel Torbjornsson from PAN Vision.



“Video game is the best way for children to interact with their favorite toy or fairytale character,” commented Frima’s CEO Steve Couture. “It is a pleasure to bring our expertise to PAN Vision for this beautiful project. Little Princess marks the beginning of a great relationship between our two companies.”

The game development will officially start on January 2010. In the meantime, you can discover the Little Princess Web kingdom at www.littleprincesskingdom.com.

About PAN Vision

PAN Vision is the leading independent distributor of PC- and Console Games in the Nordic market and among the top 5 distributors of Film. The company has 170 employees in the Nordic and Baltic countries and a yearly turnover of app. €140 million. PAN Vision Group is owned by The Swedish Cooperative Union (KF), one of the major companies in the Nordic retail sector with over 60 consumer associations, 2.9 million members and a yearly turnover over €3.5 billion. www.panvision.com

About Frima Studio

Based in Quebec City, Frima Studio is the second most important independent game developer in Canada. Since 2003, the company has been developing countless world-class products for the Web, console, handheld, TV and mobile markets. On the leading edge social gaming technology our company is focused on building next-generation MMOs for children. Frima’s clients include world-famous names such as Build-A-Bear Workshop, Warner Brothers and Nickelodeon. With over 250 artists and programmers to develop our products, Frima produces high-caliber games that are as remarkably outstanding artistically as they are technologically. www.frimastudio.com

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