

## PRESS RELEASE

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### UNIBET BECOMES MAIN SUPPORTER FOR *MANNERHEIM*

#### Finnish feature film set to premiere in October 2010

The production of *Mannerheim* is moving on with the help of a new main supporter and new funding arrangements.

The film's new main supporter is Unibet Group, an internationally operating public limited company. For Unibet, this investment marks the first step into the field of culture in Finland. The company has previously sought visibility by sponsoring a wide variety of sports.

"We had already been looking for a suitable culture-related project for some time as we were presented with the opportunity to become the film's main supporter. We could not possibly have imagined a better project than this," says Unibet CEO **Petter Nylander**.

*Mannerheim*'s major cooperative partners are VR, Sinebrychoff, Neste Oil, Fortum, Muuttopalvelu Niemi, and Helsingin Sanomat.

Although the resumption of the film's production has been secured, negotiations for further funding agreements and financing methods remain ongoing.

The production of the film will be resumed by director **Renny Harlin** and producers **Markus Selin** and **Jukka Helle** with an updated screenplay. The proportion of Finnish staff members in the production team has also increased.

Oscar-winning Hollywood makeup artist **Greg Cannom** remains in charge of the main character's ageing makeup.

The film, produced by Liberty Production, has a budget of 10 million EUR. The shooting is scheduled to begin on August 17<sup>th</sup> and the main shooting period will last from September 28<sup>th</sup> to November 27<sup>th</sup>. The film will be shot on location in e.g. St. Petersburg, Russia and Lithuania as well as Helsinki, Joensuu and the Louhisaari manor in Askainen, Finland. The film is set to premiere on October 22<sup>nd</sup> 2010.

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**Unibet** is listed on NASDAQ OMX Nordic Exchange in Stockholm. The company was established in 1997 and currently operates in over 100 countries.

**Solar Films Inc.**, established in 1995, is the leading production company in Finland in the fields of feature films and TV productions. Films produced by Solar Films have won altogether 26 Finnish Movie Awards and attracted over three million viewers in theaters. Besides feature films, Solar Films has also produced thousands of hours of extremely

varied TV drama and entertainment for Finnish TV channels. The shareholders of Solar Films are Nordisk Film and Markus Selin (Head of Production and Chairman of the Board).

Solar Films' subcompany **Liberty Production** is the company for the production of *Mannerheim*.