

Cannes: April 01, 2012 – Scandinavia’s leading production and formats company Strix Television part of Swedish broadcasting conglomerate the Modern Times Group will be unveiling a new corporate identity at this year’s MIPTV 2012.

Designed to facilitate the company to continue building on its international success the new branding including a tagline emphasizing the strength of the company will incorporate a creative logo and a fresh new identity.

Since the company’s founding in Scandinavia in 1988 the logotype has more or less been unaltered since its inception. The fresh new logotype and tagline will meet the possibilities and potentials that the Company faces in the future and will reflect its passion and history.

The new tagline “Stories Worth Sharing” evaluates what Strix does best. As a unique company with a strong journalistic backbone created by its founders, combined with a remarkably strong desire to engage and entertain, Strix will continue to deliver groundbreaking shows today and into the future - this is something worth sharing.

The inclusion of a ‘speech bubble’ creates a distinguished symbol of the tagline “Stories Worth Sharing” and the unique Strix typeface created by branding strategists Marie Mark, Mikkel Jangaard and Martin Abildgaard in Copenhagen wraps up the overall identity in a dynamic and timeless way.

Over the years the Strix catalogue has travelled to more than 80 countries with local presence added in the Netherlands and Israel. Today Strix continues to deliver cutting edge entertainment to any platform in virtually all genres.

Commenting on the new company identity Calle Jansson, CEO of Strix said, “The combination of the elements in the new design gives us immense possibilities to bring together a look and feel that we believe reflects our history, passion and focus to continue to be a strong part of the future increative programming”.

#### About Strix Television

Strix Television was founded in 1988 and has grown to become one of the biggest television production and format companies in Scandinavia and a respected international provider of original formats. With its head office based in Stockholm, Sweden, Strix Television maintains an international presence with affiliate offices in Amsterdam, Copenhagen, Oslo and Tel Aviv. For further information please visit: <http://www.strix.se>