

# **PAN VISION DISTRIBUTION EXPANDS TO THE BALTICS**

**PAN Vision Distribution expands its business to the Baltic region in 2007; Estonia business opens in May.**



PAN Vision Distribution, a PAN Vision Group company, today announced its expansion to the Baltic Region, during 2007. The expansion will go under the Estonia based company PAN Vision Distribution OU.

Juri Strekalov, previously Senior Manager at Estonia Maxima, has been appointed Key Account Manager and will lead the expansion starting in May 2007.

“The Baltic region is one of the fastest growing markets in Europe” said Petri Lehmuskoski, CEO of PAN Vision Distribution. “The gaming business have seen an amazing development in the area and with our already strong Nordic distribution, it feels very natural for us to expand to our neighboring countries.”

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### *About PAN Vision*

*PAN Vision Group is the leading independent Nordic publisher and distributor of interactive entertainment. The company has a yearly turnover of \$120 million and was created in 2001 through the merger of PAN Interactive, Vision Park, and Levande Böcker. PAN Vision also acquired BJ Electronics in Norway and Toptronics Oy (with operations in Finland, Sweden and Denmark) during 2004. PAN Vision is a part of the KF Group, owned by the the Swedish Cooperative Union (KF).*