

FORMER ELECTRONIC ARTS VETERAN JOINS PAN VISION DISTRIBUTION



PAN Vision Distribution strengthens the Nordic Management Team.

With more than ten years of experience in the games business, holding executive positions with Electronic Arts and lately GNT Sweden, Egil Strunke has accepted the position as Senior Business Development Director with PAN Vision Distribution. In addition to strengthening the Nordic Management Team and driving several strategic projects and business areas, his focus will initially be concentrated around the expansion in the Baltic Region which is one of the most recent investments within PAN Vision Distribution.

“After some turbulent time we are now on track with our plans around growing our position as one of the leading players in the digital home entertainment business, and in order to build a great company we need great people. With that in mind we are very excited to have Egil joining the company and we look forward to working with him.” says Petri Lehmuskoski, CEO PAN Vision Distribution.

Egil Strunke will be based in Stockholm, starting May 14th, directly followed by attending Nordic Game (www.nordicgame.com) in Malmö, Sweden.

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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).