



Danish Ministry of Foreign Affairs Launches Denmark Channel to Strengthen Global Media Exposure

Partners with The NewsMarket to reach key stakeholders, promote upcoming events

NEW YORK/COPENHAGEN, May 13, 2009– The Ministry of Foreign Affairs of Denmark has partnered with The NewsMarket (www.thenewsmarket.com) to launch The Denmark Channel, an online source for high-quality video about Danish businesses and industry, events and destinations. Video from the Denmark Channel is available for free download by journalists and bloggers at 25,000 news organizations in 190 countries.

Denmark will be hosting a number of major events in 2009 including the World Outgames, the IOC Congress and the United Nations Framework Convention on Climate Change - COP15 (<http://en.cop15.dk>), one of the world's key decision-making events on greenhouse gas emissions.

Working with The NewsMarket, the government of Denmark and Danish businesses will be creating and publishing news content illustrating the country's economy, business landscape, R&D efforts, culture and tourism, as well as stories related to the upcoming major events. All video will be made available on www.thenewsmarket.com/denmark in broadcast- and streaming quality to registered media, bloggers and other online news outlets.

“We want to communicate to the rest of the world about Danish competencies within renewable energy and sustainable development, about our flexicurity model, the lifestyle in Denmark, our global responsibility, culture, design and education,” said **Louise Brincker, Head of Press, Ministry of Foreign Affairs of Denmark**.

“In the current news environment, countries, regions and cities must assertively reach out to their global target audiences on an ongoing basis,” said **Jim Lonergan, CEO of The NewsMarket**. “Video is not only the fastest growing medium in terms of viewership, it is also a perfect tool for countries to inform, educate and influence public audiences.”

The Denmark channel is live on www.thenewsmarket.com/denmark. Registered journalists and bloggers can view, embed, bookmark and download all video for free, in broadcast- and streaming-quality, including HD.

About The NewsMarket

The NewsMarket is the leading platform used by global brands, governments and NGOs to communicate with all their key audiences using video. The NewsMarket combines award-winning, proprietary technology with a unique, strategic approach to support the marketing programs of the world's leading brands including General Motors, Volvo Cars, the U.S. Department of State, IBM, UNICEF, Facebook and Google. The company's media site (www.thenewsmarket.com) is used by more than 25,000 media outlets in 190 countries to view and order free news video. Headquartered in New York, the company also has offices in London, Ahmedabad, Mumbai, Beijing and San Francisco. To learn more about us, visit: www.thenewsmarket.com/postingcontent.

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