



PRESS RELEASE

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FINANSTIDNINGEN IS FASTEST GROWING BUSINESS NEWSPAPER IN SWEDEN

Finanstidningen was the fastest growing business newspaper in 2000, both in the number of new readers and percentage growth. A total of 177,000 people read Finanstidningen daily, according to SIFO/Orvesto's reach analysis for the full-year 2000. That translates to an increase of 24%, or 34,000 readers, compared to 1999.

Michael Porseryd, President of Finanstidningen and head of the Publishing business area of Modern Times Group MTG AB commented: "We are delighted with these figures, which justify our ongoing investment in Finanstidningen. We continue to be the fastest growing business publication—both as a percentage as well as in terms of their number of readers. The results of the analysis show clearly that more and more people are choosing Finanstidningen as their daily business paper."

The Publishing business area is focused on the work that was started in 2000 of providing financial services news. Also included in this business area, in addition to Finanstidningen, are the website finansnidningen.se, the monthly publication *Kapital*, analyst meetings through financialhearings.com, and TV 8. The magazine *Moderna Tider* and publishing company Brombergs Bokförlag are also part of the business area. *Moderna Tider* increased its readership by 6 % in 2000, and now has 54,000 readers.

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Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).