



PRESS RELEASE

March 20, 2001

FINANSTIDNINGEN AND FINANCIAL TIMES IN JOINT VENTURE

Modern Times Group MTG AB, the leading European media group (MTG), today announced a co-publication agreement with Pearson Group's Financial Times, the leading international financial newspaper. *Finanstidningen*, the fastest growing daily newspaper in Sweden that is part of MTG's publishing business area, will distribute The Financial Times weekend edition Weekend FT, and the How To Spend It supplement to its annual subscribers on Sundays. *Finanstidningen* is currently published five days a week and will, therefore, be adding an additional edition on Sunday.

Michael Porseryd, Head of MTG's Publishing business area and CEO of *Finanstidningen*, commented: "We are delighted that the world's most respected daily business paper has chosen *Finanstidningen* as its partner in Sweden. The Weekend FT and How To Spend It will provide additional high quality editorial value to our existing and new subscribers."

Finanstidningen was the fastest growing daily newspaper in Sweden last year, according to statistics published by Tidningsstatistik, TS. The newspaper's circulation grew by 58.4 per cent, or 10,100 copies, in comparison with the previous year.

Weekend FT and How To Spend It will be delivered on Sundays to annual subscribers in Stockholm, Göteborg and Malmö/Lund. The Financial Times weekend edition will be delivered in Gothenburg and the Malmö/Lund region from the Sunday, with delivery in Stockholm commencing in April. New annual subscribers will also receive five issues of *Finanstidningen*'s sister publication, the weekly magazine *Moderna Tider*. The monthly business magazine *Kapital* is already a part of the full year subscription.

The Publishing business area is focused on news related to the business, financial and investment communities, and comprises *Finanstidningen*, the website *finansstidningen.se*, *Kapital*, analyst and investor meetings organized through *financialhearings.com*, TV 8, *Moderna Tider* and publisher Brombergs Bokförlag.

For further information, please visit www.mtg.se, send an e-mail to info@sharedvalue.net or contact:

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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).