



FOR IMMEDIATE RELEASE

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EVERYMOBILE.COM - LAUNCH OF MOBILE PORTAL

Modern Times Group MTG AB's mobile services company, Everymobile, has launched the mobile portal Everymobile.com in Sweden. Initially, the portal will contain services ranging from ringing tones and logos for mobile phones to entertainment and dating services.

"We've begun with a selection of fun and useful services and aim to continuously develop our content," says Henrik Sundewall, President of Everyday Mobile AB, part of the new New Media business area of MTG.

~~"For instance, we are preparing for the World Championships in Ice Hockey and working with TV3 to create exciting ways for our customers to follow the Swedish national team in Germany in April using SMS."~~

Available from the start will be: **Ringing tones.** Collaborating with ZTV "Toppen" (~~Top list~~[Chart Toppers](#)) the tunes from each week's top hits will be offered as ringing tones. ~~In addition, There will also be~~ a number of well known tunes ~~from artists~~ such as Eminem and ~~the animated series shows like~~ "The Simpsons." **Logos for mobile phones.** Several logos ~~depicting from~~ a number of well known ~~show biz artistes~~[artists](#), and films ~~can be chosen~~. Both the ringing tones and the logos are pay services. **Dating.** ~~This includes~~ SMS dating, ~~where lets~~ the user contacts another person anonymously, until he or she chooses to reveal his or her identity, ~~and the possibility of~~ ~~Teletext~~ chatting via mobile phone ~~is also possible~~ while watching TV. **Entertainment.** Among the services are SMS messages with 60 ways to say ~~"aNo"~~, jokes, ~~and~~ words of wisdom, etc. ~~Receive SMS and get paid. If the user chooses to take advantage of offerings via SMS, he or she can collect points to be exchanged for cash cards or gift vouchers.~~

~~Sign up for SMS offers and save get paid. (BOLD)~~ ~~Sing up for this service to receive exciting offers and collect daily [examples? CDs?]. Purchases wins you~~ [points to be exchanged for cash cards or gift vouchers.](#)

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~~"We are preparing for the World Championships in Ice Hockey and working with TV3 to create exciting ways to follow the Swedish national team in Germany in April,"~~ says Sundewall.

Everymobile is developing content in cooperation with the Internet portal Everyday.com, the Metro newspaper, TV3, RIX FM, and Power Hit Radio. Everymobile is available in Swedish at present, but more language versions will be available shortly, e.g. for Norway and the Baltic countries.

The New Media business areas also includes Everyday.tv as the interactive TV portal for Viasat Broadcasting's digital platform, MTG's ownership in Everyday.com, traditional teletext and Webad, advertising sales company for new media and Everymobile.

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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).

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