



FOR IMMEDIATE RELEASE

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MTG JOINT OWNER OF DJURGÅRDEN FOTBOLL AB

Modern Times Group MTG AB will be joint owner of Djurgården Fotboll AB, the company that owns the rights to the Djurgården Fotboll brand. This makes MTG the first media company in Sweden to be joint owner in a club sport.

“We just acquired pay-per-view rights for the Swedish Premier League in Football through a cooperation with cable TV operator com hem,” says Hans-Holger Albrecht, President and CEO of MTG. “We are now taking the next step by acquiring a substantial portion of Djurgården Fotboll. This means we can also offer content, services, and merchandising for all the football fans who support one of Sweden’s most traditional clubs.”

“To be able to further develop the Djurgården brand, it’s important that we cooperate with a media company,” says Bo Lundquist, chairman of the Djurgårdens IF Fotbollförening and Djurgården Fotboll AB. “The cooperation with MTG will allow us to make long-term investments in the development of the football operations and the professional entertainment company.”

MTG is acquiring 17.2% of the capital in Djurgården Fotboll AB. The other owners are Djurgårdens IF Fotbollförening, and include Bo Lundquist and Tommy Jacobson, two entrepreneurs who have invested in the operations, as well as 800 other individuals.

“With MTG as a partner, we will develop long-term services to build the Djurgården Fotboll brand,” says Tommy Jacobson, vice chairman of Djurgården Fotboll. “In the short term—this year, in fact—our supporters throughout the country will be able to follow the team. A closer relationship with the fans will give us greater opportunity to strengthen Djurgården, which we together with MTG are going to utilize.”

The first visible sign of MTG’s acquisition of Djurgården Fotboll is that the football team’s logo starting today will be downloadable for mobile phones via Everymobile.com. Content will also shortly be created for the interactive digital TV portal Everyday.TV.

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

Hans-Holger Albrecht, CEO & President +46-8-562 000 50

Matthew Hooper, Investor enquiries +44 (0) 7768 440 414

Bert Willborg, Media enquiries +46 707 27 70 22

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 Stockholmsbörsen (O list, symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

MODERN TIMES GROUP MTG AB
Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden
Tel. +46-8-562 000 50. Fax. +46-8-20 50 74. (Publ) Registration no. 556309-9158
www.mtg.se



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