



FOR IMMEDIATE RELEASE

May 15, 2001

FINANSTIDNINGEN REMAINS THE FASTEST GROWING BUSINESS NEWSPAPER IN SWEDEN

FinansTidningen, the Swedish national daily newspaper, is the fastest growing business newspaper in Sweden according to the first 2001 readership survey by SIFO/Orvesto. The survey reported a 14% increase in FinansTidningen's daily readership in the period since the beginning of 2001, which now totals 192,000.

Michael Porseryd, President of FinansTidningen and Head of Modern Times Group MTG AB's Publishing business area, commented: "We are delighted with these figures, which support our continuing investment in FinansTidningen. The results of the latest analysis show clearly that more and more people are choosing FinansTidningen as their daily business paper."

MTG's Publishing business area is focused on providing financial news and information, and was established in 2000. This business area also includes the www.finanstidningen.se website, the Kapital monthly publication, the arrangement of analyst meetings through Financial Hearings, and the TV 8 business channel. The magazine Moderna Tider and publishing company Brombergs Bokförlag are also part of the business area.

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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).