



FOR IMMEDIATE RELEASE

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FINANSTIDNINGEN AND SVENSKA DAGBLADET TO COOPERATE ON ADVERTISING

Modern Times Group MTG AB today announced an advertising cooperation between the company's business daily, *Finanstidningen*, and *Svenska Dagbladet*.

The joint advertising package applies to spreads, full-page and half-page advertisements in *Finanstidningen* and *Svenska Dagbladet*'s business supplement *Näringsliv*.

"This advertising cooperation will for the first time give advertisers a competitive alternative, at a lower contact cost. *Finanstidningen* and *Svenska Dagbladet* complement each other, as the number of double readers is low", commented Michael Porseryd, Head of MTGs Publishing Business Area.

For further information, please visit www.mtg.se, email info@mtg.se, or contact:

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

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

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