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## **MTG RADIO CREATES NEW ADVERTISING PACKAGE TO COVER 90% OF SWEDEN**

**Modern Times Group MTG AB, the international media group, today announced a sales co-operation between its radio businesses and NRJ, which will generate a combined coverage of almost 90% of Sweden's population. MTG's radio businesses include RIX FM, Sweden's largest national network and Power Hit Radio.**

Together, MTG's radio stations and NRJ will have a combined daily audience of more than 1.5 million listeners.

Susanna Bervå, CEO of MTG Radio commented: "This will be the first time that advertisers looking for national coverage can find a competitive 'One Stop Solution' on radio. MTG Radio's and NRJ's listener profiles complement each other perfectly, both in terms of reach and listener type. This combination enables us to offer an unbeatable advertising package".

Hans-Holger Albrecht, President & CEO of MTG, commented: "By joining together three such strong brands we will offer the advertising community an exceptional marketing alternative".

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

Hans-Holger Albrecht, President & CEO

tel: +46 8 562 000 50

Matthew Hooper, Investor & Press Relations

tel: +44 20 7321 5010

*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).*

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](http://www.mtg.se)