

News Release
21 December 1998

KALLE LISBERG NEW PRESIDENT OF P4 RADIO HELE NORGE

Kalle Lisberg, 48, has been appointed acting president of the Norwegian nationwide commercial radio station P4 Radio Hele Norge. "P4 is the largest radio station for adult Norwegians up to the age of 50. This gives the channel a unique market position. Our task is now to consolidate the product and continue the good work," says the new president of the radio station.

Kalle Lisberg succeeds Svein Larsen who has been P4's president since the start in September 1993 and who during the autumn notified his intention to leave. For Kalle Lisberg this means that he returns to a radio channel that he knows well - he was its first program manager and held that position up to when he became president of TV3 Norway in the autumn of 1995. He has also been president of MTG Norway since January 1997. His career in the MTG Group commenced in 1990 when he started up the Norwegian TV production company Ingress Television. Prior to that he was feature editor at the Norwegian newspaper Dagbladet and worked eleven years at the Norwegian broadcasting corporation NRK as journalist and editor in chief.

Kalle Lisberg is on leave of absence from MTG and is acting president for P4 Radio Hele Norge until the regular president is appointed.

P4 Radio Hele Norge increased its sales by 15 % to NOK 189.4 (164.1) million during the first nine months of the year. Net earnings increased by 8 % till NOK 53.5 (49.7) million. Earnings per share were NOK 1.22 for the period, compared with NOK 1.4 during the same period last year.

Eivind Schackt, former manager of TV Shop Scandinavia, has been appointed acting president of TV3 Norway.

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