



FOR IMMEDIATE RELEASE

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FINANSTIDNINGEN INCREASES REACH

Modern Times Group MTG AB, the international media group, today announced that FinansTidningen has further increased its readership and consolidated its position as the fastest growing business newspaper in Sweden. The final 2001 SIFO Orvesto leading independent readership survey reported a 1.2% year on year increase in FinansTidningen's daily readership in the period from September to December 2001. FinansTidningen now has 171,000 daily readers.

Hans-Holger Albrecht, President and CEO of MTG, commented: "These figures reinforce the attraction of FinansTidningen. The financial news segment is a growing one and FinansTidningen continues to outperform the rival daily business newspaper, which experienced a decline in readership over the same period."

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 and Moderna Tider magazines, the arrangement of analyst meetings through Financial Hearings, the TV 8 business channel, and the Brombergs Bokförlag book publisher.

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

Hans-Holger Albrecht, President & CEO

tel: +46 (0) 8 562 000 50

Matthew Hooper, Investor & Press Relations

tel: +44 (0) 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 ADRs are listed 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