



FOR IMMEDIATE RELEASE

4 February 2002

## **FINANSTIDNINGEN AND MODERNA TIDER INCREASED REACH IN 2001**

**Modern Times Group MTG AB, the international media group, today announced that *Finanstidningen* has increased its reach further, and consolidates its position as the fastest growing business newspaper in Sweden. The 2001 SIFO Orvesto readership survey for the full year 2001 reported that *Finanstidningen*'s number of readers increased by 4% year on year to 184,000. Furthermore, the survey showed that MTG Publishing's magazine *Moderna Tider* increased its number of readers by 26% year on year to 68,000.**

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