



FOR IMMEDIATE RELEASE

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MTG LAUNCHES NEW DAILY FINANCIAL PAPER

The international media group Modern Times Group MTG AB today announced that the daily financial paper *Finanstidningen* and the newly acquired weekly financial paper *Vision* are to be merged into a new daily financial paper.

Hans-Holger Albrecht, President and CEO of MTG, commented: - "Modern times require modern products. With Peppe Engberg, Pontus Forsström and Bengt Ugglå, we have a team which will produce an excellent newspaper".

Peppe Engberg commented: "The Swedish business society is changing. New industries are replacing old ones. The Barnevik scandal shows that old relations and habits are challenged by new ideas and ideals. In the midst of these changes, MTG is launching a new business daily, which will challenge old news and institutions".

Commenting further, Peppe Engberg said: "Finans & Vision (FV) is a brand new type of modern business daily, focused on young dynamic EQ industries like telecoms, IT, media, communications, entertainment and other services, which are now building the future of Swedish industry. FV is breaking the mould of traditional business publishing. FV is a leaner, meaner, broader and more entertaining quality paper for Common Career Dudes for whom high risks, high rewards and passion for business are important parts of a lifestyle.

A newspaper already exists for people that once built the country. FV is for people rebuilding the country.

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Modern Times Group MTG AB has six business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries, and the new media businesses – teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), 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 rights 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).

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