



FOR IMMEDIATE RELEASE

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FREE DISTRIBUTION DOUBLES FINANS VISION'S CIRCULATION

Modern Times Group MTG AB, the international media group, today announced that the daily financial newspaper Finans Vision will be distributed free of charge, using the same method that made Metro into Sweden's largest morning newspaper, so rapidly. More than 23,000 copies of the newspaper are being distributed free of charge at transport stations and other densely populated areas in Stockholm, Uppsala, Gothenburg and Malmö.

"It is an obvious choice to use the method of distribution that has turned Metro into a global success and the world's fourth largest newspaper by readership. For this reason, Finans Vision is distributed free of charge at key meeting points. In addition to this, there is a premium subscription service for those who wish to have the paper delivered to their homes," said Hans-Holger Albrecht, President and CEO of Modern Times Group MTG AB.

The distributors of Finans Vision wear red jackets and baseball caps, making them highly recognizable in the city centers in Stockholm, Uppsala, Gothenburg and Malmö. The distributors are handing out 23,000 papers each day outside subway stations and train stations, and other central meeting points. A further 4,000 copies are distributed direct to the office buildings of leading companies every day.

The free distribution by hand will continue after the initial two-week launch period. The goal is simple - to reach the target readers of the new business newspaper, namely a high proportion of young people and women who live and work in the modern IT, media, advertising, entertainment and financial world. For example, this is why the paper is being distributed at Kista, the technology business park outside Stockholm.

Finans Vision was created by the merger of Finanstidningen and Vision, which had a paid-for subscriber circulation of 23,000 daily newspapers and 4,000 weekly newspapers respectively.

80,000 copies of Finans Vision are currently distributed daily, including additional campaigns such as test subscriptions for leading decision makers in leading businesses.

An extensive campaign is being conducted at the same time to recruit subscribers who want the newspaper delivered to their mailbox. This campaign combines telemarketing, TV-commercials and advertising in daily newspapers and on radio.

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

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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).