

News Release
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SUCCESSFUL SWEDISH INTERNET CONCEPT NOW ALSO LAUNCHED IN NORWAY SITE
Sweden's next most visited web site is today also being launched in a Norwegian version. Tele2Start can be located on start.tele2.no (the Swedish site is www.tele2.se).
The editorial content and layout of the site is the work of Interactive Television AB, a company of the Modern Times Group MTG AB, in collaboration with Tele2.

Tele2Start is updated on an ongoing basis with current news from external and internal partners and Interactive Television's in-house produced editorial material including "Today's Link" that provides surfers with hints about good and interesting sites on the web.

"Tele2Start is Sweden's second most-visited site, according to the RelevantKnowledge web counter of Sweden's Sifo research and survey company, and we see no reason why we should not be one of the three largest web sites shortly also on the Norwegian market", states Raoul Johansson, president of Interactive Television AB.

Besides pure surfing hints, the sites will be complemented on a continuous basis with editorial content and secure shopping solutions that will enhance added value for the consumer. The content will be produced in collaboration both with external partners and with other companies of the MTG group.

"We will benefit fully from the fact that MTG's strong brand names are also represented on the web," adds Raoul Johansson. "This is a method to create efficient synergies that build up our long-term traffic, loyalty and profitability. The objective is not to create a gateway but a destination - not something you stride through but a journey's end. Tele2 is a company that provides technical solutions and content. Together we can offer solutions that are highly competitive".

Initially, the new site will be marketed solely on the web using Internet banners and links and via Tele2's own channels and then primarily the default pages on the browsers of the Connext2Internet subscription.

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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).

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