

News Release
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NEWSPAPER METRO TO BE LAUNCHED IN HELSINKI

The international expansion of Metro continues. The go ahead was given today for the publication of a Finnish language version in Helsinki

The Helsinki board of public transportation today approved that its public transport agency sign an agreement with Tidnings AB Metro. The agreement with the Helsinki traffic council will be for five years. Publication start date has not yet been decided.

Metro first started publication in Stockholm in 1995. Two years later came the first establishment abroad, in Prague. Last year Budapest was added while publication in Sweden was complemented with Gothenburg.

It is already fixed that in 1999 Metro will also start up in Holland, where publication has been postponed to the autumn on the initiative of Metro International, because the advertising market is traditionally weak during the summer months. Metro Helsinki will be included in the Publishing business area of the Modern Times Group MTG AB.

"The decision of the public transport board consolidates Metro's position as the leading daily newspaper in the Nordic countries and shows the strength of the concept. It functions in all major world cities that have well-developed public transport systems", says HC Ejemyr, president of the Publishing business area of MTG. Publishing today consists of Metro Stockholm, Metro Gothenburg and Finanstidningen. Metro in Prague, Budapest and Holland are part of the Metro International business area that was formed on 1 January 1999.

The Helsinki decision means that Jantoni Oy, which currently distributes the Uutislehti 100 free newspaper, will leave the buses, trams, underground and commuter trains in Helsinki.

For further information, please visit www.mtg.se, or email info@mtg.se or contact:
Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50
Matthew Hooper, Investor & Press Relations tel: +44 20 7321 5010

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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