

News Release
07 April 1999

MTG BUYS MARKETING SPACE IN 60 SWEDISH TOWNS ON THE INTERNET

MTG has today purchased a majority holding in StadenStaden AB, a company operating in the field of Internet trading.

"We are very pleased with the acquisition of StadenStaden," says Raoul Johansson, president of Interactive Television AB, a company in the Modern Times Group MTG AB.

"This provides us with possibility of enhancing our already strong presence on the Internet with a local service that enables us to bring our offering closer to the customers. StadenStaden has a well-functioning infrastructure and its editorial operation will also function well in our existing organisation."

StadenStaden AB has its head office in Stockholm and since 1997 it has gradually been opening local offices all over Sweden.

"We use the Internet to mirror real life," says Christer Andersson, president of StadenStaden AB. "With a strong local organisation we are moving the real life of our town, with the town's entire offering of goods and services, over to the Internet. There are currently 60 Swedish towns in our network and we are growing rapidly. We have come a long way since we put out our first beta version of StadenStaden live in December 1997."

"It will be great to see what we now can do when we become a part of MTG, with all the possibilities of synergies and further expansion that this will bring."

To view StadenStaden online, go to <http://www.stadenstaden.se>

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

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