

PRESS RELEASE

June 21, 1999

METRO LAUNCHED IN HOLLAND

The start-up of Metro went more quickly than planned in Holland, and distribution of the free daily general newspaper began today. A total of 250,000 copies of the newspaper were distributed this morning through 162 public transport stations belonging to the Dutch public transport company, NS Stations.

The head office in Amsterdam has 40 employees.

Editorially, the Dutch version of Metro has the same concept as the original in Stockholm—providing readers with a brief but comprehensive report on the most important news in the past 24 hours.

The sales organization will work with national Dutch advertisers as well as local advertisers in cities. Metro Holland is the fifth newspaper launched since the newspaper started four years ago.

The free advertising-financed Metro is distributed in Stockholm, Göteborg, Prague and Budapest. Later this year, Metro will also be established in Helsinki, Finland and Malmö, Sweden. Finland's EU chairmanship has also paved the way for an English-language version to be distributed in Brussels.

For more information, please contact:

Robert Braunerhielm, Metro Holland, phone +46-70-422 99 03

Pelle Tornberg, president MTG, phone +46-8-562 000 50

Modern Times Group MTG AB is listed on the Stockholm Stock Exchange on the O List and under the symbol MTG and on Nasdaq in New York under the symbol MTGNY.