

News Release
21 June 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 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