



PRESS RELEASE

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MTG RADIO FORTIFIES POSITION AS SWEDEN'S LEADING RADIO OPERATOR

RIX FM and Power Hit Radio have bolstered their positions as the most-listened-to commercial radio stations in Sweden and Stockholm, respectively, according to the latest listener survey by the Swedish ratings agency RadioUndersökningar AB (RUAB).

The survey reported that both the radio network RIX FM, with 25 stations around Sweden, and Power Hit Radio, with stations in Stockholm and Gothenburg, have gained listeners.

RIX FM had an audience of 630,000 persons, compared to 625,000 in the preceding survey. That also increases the lead RIX FM has on No. 2.

A major breakthrough was achieved in Umeå, in northern Sweden, where the RIX FM station became the first to pass P4, the state-owned station, in audience reach. RIX FM attracted 27.3% of the listening audience, while P4 had 26.5%.

Power Hit Radio's advance in Stockholm was substantial: The number of daily listeners increased from 118,000 to 145,000. That strengthened Power's position as Stockholm's most-listened-to commercial radio station.

RIX FM and Power Hit Radio are part of the MTG Radio business area of Modern Times Group MTG AB.

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