



PRESS RELEASE
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SILIKON SPINS OFF MAGAZINE

The TV program Silikon, which will soon begin its third season on TV3, is spinning off a magazine this autumn. The magazine will come out every other week and target women 15–35 years of age.

In addition, a major Internet site for Silikon will be launched this autumn at silikon.nu. The editor in chief will be Ann Söderlund, who worked on the editorial side of the TV program Silikon this spring, and the managing editor will be Erika Gohde, who comes from the Swedish daily paper *Expressen*.

“The magazine will embody the same ‘cut-to-the-chase’ approach as Silikon on TV. We’ll mix serious journalism with fashion, humor, and gossip. Work in women’s magazines has had low status in Sweden, but we’re going to change that,” says Söderlund, who previously served as editor in chief of the magazine *SOLO* and was responsible for the makeover of the magazine *Chili*.

Readers will recognize certain vignettes and features from the TV program, and some of the editorial staff will work on the show as well as the magazine.

“This is an extraordinary way to produce a magazine. The ability to communicate through two media allows each to reinforce the other and helps so much in our efforts to build wide circulation for the magazine and high ratings for the TV show.”

Together, the magazine, TV program, and Internet site will usher modern women into the next century. The magazine will be distributed through Tidsam. The initial print run of 65,000 copies will be adjusted later based on demand. The magazine will cost SEK 29 a copy, and a full-page ad will cost about SEK 30,000.

For additional information, please contact HC Ejemyr, president of MTG Publishing, at +46-8-5620 0050

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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

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