



PRESS RELEASE

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FINANSTIDNINGEN FASTEST GROWING DAILY

During the first half of 1999, *Finanstidningen* boosted its circulation more than any other Swedish daily paper, according to statistics released today by Tidningsstatistik (TS). The newspaper's circulation surged 38.8%.

According to TS, *Finanstidningen*, which is part of the Publishing business area of Modern Times Group MTG AB, had a circulation of 16,100 during the first half, representing a jump of 4,500. In comparison, the circulation of the business daily *Dagens Industri* grew 3.1%, or by about 3,400 copies. This is the first time that *Finanstidningen* has grown faster than *Dagens Industri* not only proportionately but also in the absolute number of copies.

MTG's acquisition of *Finanstidningen* in 1998 was part of the media group's strategy of investing in financial information. That strategy includes the business magazine *Kapital*, launched in the spring of 1999 and included in the TS statistics for the first time. Its circulation in the second quarter was 83,400. MTG's financial media ventures include *Dolly*, a business magazine on people and ideas, and the TV channel TV8, acquired from the investment company Ratos earlier this week.

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Modern Times Group MTG AB is listed on the Stockholm Stock Exchange's O list (symbol: MTG) and on the Nasdaq National Market in New York (symbol: MTGNY).

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