



PRESS RELEASE & INVITATION TO A PRESS CONFERENCE  
September 15, 1999

## **PREMIERE FOR SCANDINAVIA'S BIGGEST INTERNET PORTAL: EVERYDAY.COM**

**Today, Modern Times Group MTG AB and NetCom AB are launching their joint Internet portal Everyday.com. It will be tested during the coming week by special invitation but is also open to all other Internet users.**

Everyday.com is being launched to optimally exploit the strengths of the two corporate groups. MTG's expertise and power in media covers content, marketing, and advertising sales, while NetCom, through Tele2, is the leading Internet service provider in the Nordic countries. The business concept of Everyday.com is to simplify everyday life.

Everyday.com will offer users "everything"—from Internet access with no subscription fee, to a portal with advertising sales and wide-ranging content. E-commerce will be the focus of considerable effort, as ready-made solutions for order-taking, payments services, distribution, and the like are provided. Tele2 is providing Everyday.com as the home page for its subscribers. Options for personal portals as well as local variations will be available.

**A press conference will be held at Gamla Stans Bryggeri, Tullhus 2, Skeppsbrokajen in Stockholm, at 3:30 PM on Tuesday, September 21.**

More details will be provided there about the portal and the business model for the new company, of which MTG and NetCom each own 50%.

**For additional information, please contact:**

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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).*

*NetCom AB is also listed on the Stockholm Stock Exchange's O list (symbol: NCOM) and on Nasdaq (symbol: NECS).*