



PRESS RELEASE
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SOCIÉTÉ EUROPÉENNE DE COMMUNICATION SIGNS FRANCHISE WITH EVERYDAY.COM

Société Européenne de Communication (SEC), the leading alternative provider of telecom services in Europe, has signed a franchise agreement with the Internet portal Everyday.com. The agreement enables SEC to offer customers in its fixed-wire network Internet access with no fixed charges, in other words, free Internet.

The agreement with Société Européenne de Communication (SEC) allows Everyday.com to expand its universe of Internet customers to all countries in which Tele2 Europe plans to offer Internet access through Everyday.com.

Everyday.com is jointly owned by Modern Times Group MTG AB and NetCom AB and was created to exploit MTG's expertise in mass media and NetCom's expertise in telecommunications, as the leading Internet service provider in Scandinavia.

"This agreement will enable Everyday.com to rapidly expand into the rest of Europe," says Pelle Törnberg, president and CEO of MTG.

"The goal is for Everyday to be not only the leading portal in Scandinavia but also a key player throughout Europe," says Lars-Johan Jarnheimer, president and CEO of NetCom.

For additional information, please contact:

Pelle Törnberg, president and CEO of MTG, telephone +46-8-5620 0050.

Lars-Johan Jarnheimer, president and CEO of NetCom, telephone +46-8-5626 4000.

Anders Björkman, president and CEO of SEC, telephone +352 45 95 45 1

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).

SEC is listed on the Stockholm Stock Exchange's O list (symbol: SEC), on Nasdaq, and on the Luxembourg Stock Exchange.