



PRESS RELEASE
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RECORD AUDIENCE FOR RIX FM – POWER HIT RADIO BIGGER THAN P3 IN STOCKHOLM

For the first time, RIX FM reached more than 10% of the population. This further strengthened the station's position as Sweden's biggest commercial network. Also, Power Hit Radio bolstered its position as Stockholm's biggest commercial radio station and, for the first time, passed the music station P3, owned by Sveriges Radio.

Success continues for the Radio business area of Modern Times Group.

More than 10% of the Swedish population now listens to RIX FM, according to the latest listener surveys from Radio Undersökningar AB (RUAB), announced today. The exact number is 10.2%, compared to 8.9% in the previous survey, for the cumulative audience, Monday–Sunday nationwide.

RIX FM's audience numbers have also risen, to the record level of 132,000, compared to 115,000 in the previous survey. Hence, the station expanded the lead it already had on its closest commercial competitor.

The same RUAB survey put Power Hit Radio's cumulative audience in Stockholm at 10.6%, up from 10.0%. For the first time, its audience exceeded that of the public service music station P3. In Gothenburg, the station's audience numbers were unchanged.

For additional information, please contact Anders Nilsson, president, MTG Radio, at +46 8 5627–2000.

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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