



PRESS RELEASE
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MTG OPENS ON-LINE STORE FOR COMPUTER GAMES

**The new Internet store Gamerson has opened.
The store offers buyers a broad range of computer games from top producers.**

By opening Gamerson, Modern Times Group MTG AB has further expanded its activities in Internet retailing. The Group already had the record store CDON, serving Sweden, Norway, and Denmark, TVShop's on-line store, and comein.net for all of Europe.

Gamerson will initially serve the Swedish, Norwegian, and Danish markets.

During the year 2000, the store will expand in Europe.

MTG Internet Retailing is moving in parallel with the Internet portal Everyday.com in its expansion.

For the Nordic launch, Gamerson signed distribution agreements with Bergsala for Nintendo and Egmont for Sony Playstation.

MTG Internet Retailing is using the fulfillment infrastructure that MTG's business area Electronic Retailing has built up to provide customer service, take orders and deliver them, and invoice customers in local currencies. This capacity enables rapid expansion.

Soon secure payments using the GiSMo system will also be introduced.

For additional information, please contact Peter Connee, head of MTG Internet Retailing, at +46-40-120 600.

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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