



Press release
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INTERNET PORTAL EVERYDAY.COM LAUNCHED IN FRANCE AND HOLLAND

The Internet portal Everyday.com is being launched today in France and Holland. Société Européenne de Communication (SEC), the alternative provider of telecom services in Europe, will launch Everyday.com to its fixed telephony customers.

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.

The agreement with SEC is part of Everyday.com's European expansion. SEC is responsible for launching and operating the portal, initially in Holland and France.

"We are pleased with the flow of traffic and number of members Everyday.com has achieved since it was launched and now it's time to go a step further," says Pelle Törnberg, President and CEO of MTG.

"Our ambition was to launch Everyday.com in two European countries before the end of the year and now we've accomplished that," Anders Björkman, President and CEO of SEC.

"Our goal is for Everyday.com 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 further information, please contact:

Pelle Törnberg at +46-8 562 000 50, Lars-Johan Jarnheimer at +46-8 562 640 00, or Anders Björkman at +352 45 95 45 1.

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