



PRESS RELEASE

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1.4 MILLION UNIQUE VISITORS TO EVERYDAY.COM

In just one month, Everyday.com has vaulted to the position of the third biggest Internet portal in Sweden. The number of unique visitors jumped, from 197,000 in November, to 1,445,000 in December.

“The numbers are excellent news, and they refer to a period when Everyday.com had not yet fully become Tele2’s portal,” says Lars-Johan Jarnheimer, president and CEO of NetCom AB, which owns Tele2.

The December statistics from SIFO/Relevant Knowledge, published today, showed 532,000 unique visitors for Tele2.se, NetCom’s previous portal. Since year-end, a number of those users have changed their start page to Everyday.com. Tele2 did not change its portal to Everyday.com until the latter half of December. At the same time, the statistics showed that Modern Times Group MTG’s position was not hurt by the company’s change from Everyday.se, which was shut down and replaced by Everyday.com. MTG had 537,000 unique visitors in December.

Everyday.com is owned by Modern Times Group MTG AB and NetCom AB. It was created to exploit MTG’s media content and NetCom’s position as the leading Internet service provider in Scandinavia. Everyday.com is the common portal now used by these two corporate groups.

Everyday.com’s 1,445,000 unique visitors put it in the fifth spot on Relevant Knowledge’s hit list for December. The only portals ranking higher were Microsoft’s MSN/Hotmail, which had 2,062,000 unique visitors, and Passagen Nätverk, with 1,916,000. Everyday.com passed portals such as Yahoo, Spray, and Torget within a few weeks of becoming fully operational.



The marketing of Everyday.com in periodicals, on radio and TV, and over the Internet began in December. That was combined with expansion of content, including the motor channel Everyday Motor, numerous streaming video clips, live coverage of the America's Cup qualification heats with Everyday Race Tracker, the possibility of making one's own Christmas CD, an "advent calendar" with daily prizes, and more.

"This combination of marketing and content has obviously worked out well," says Pelle Törnberg, president and CEO of MTG.

This week, the Norwegian version of Everyday.com was launched. During the past month, the portal has been launched in France and the Netherlands, too. Additional countries are on the way.

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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 and Nasdaq (symbol: NECS).