

News Release  
16 October 1997

#### MAKES AN AGREEMENT ABOUT METRO IN GOTHENBURG

Metro will be launched in Gothenburg. In competition with several other companies, MTG Publishing has made an agreement with the Traffic and Public Transport Authority in Gothenburg to produce a free-of-charge newspaper to the commuters. Mondays to Fridays Metro will be distributed on all buses, trams and boats in the Gothenburg region with about 120.000 daily commuters.

Metro will be produced in Gothenburg by an editorial office located in the city. The contents will look much the same as in the Stockholm edition, but with several pages of local news, to give the edition a West-Swedish profile.

Metro's concept is to be a newspaper distributed free-of-charge, deriving revenue from advertising sales and with a high journalistic level.

Robert Braunerhielm, Vice President of MTG Publishing AB, says in a comment:

- Metro in Gothenburg is a natural continuation of Metro's success both in Sweden and abroad.

Metro in Stockholm started almost two years ago. In a short time it became the second largest newspaper in Stockholm. In July this year, Metro Prague was launched. After just a couple of weeks, it became the largest newspaper in Prague. Two weeks ago, an advertising cooperation started between Metro and three other newspapers. The four newspapers have more than one million readers together.

Metro Gothenburg is supposed to start in spring 1998.

Stockholm October 16, 1997

For further information, please visit [www.mtg.se](http://www.mtg.se), or email [info@mtg.se](mailto:info@mtg.se) or contact:

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

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