



PRESS RELEASE

May 4, 2000

EVERYDAY.COM INTERNET PORTAL LAUNCHED IN ITALY

The launch of the internet portal www.everyday.com in Italy was announced today by Société Européenne de Communication (SEC), a leading alternative pan-European provider of telecommunications and related services.

Everyday.com provides free internet access and additional services including free email, SMS messaging, news updates in collaboration with the Italian newswire, ADN Kronos, TV & radio listings and web chat rooms. These services will be offered initially to SEC's Tele2 fixed line telephony subscribers.

Everyday.com is a joint venture between NetCom AB and Modern Times Group MTG AB and aims to establish, operate and continuously develop a broad commercial internet portal. This collaboration enables SEC to use the Everyday.com brand and the underlying technology to offer free internet access to Tele2 and third party customers. SEC offers this service by renting infrastructure from existing local internet service providers (ISPs) which, therefore, avoids additional network costs. The service is currently available to SEC users in the Netherlands, Austria and France in local languages.

"We are rolling out the Everyday.com portal, internet service provider, and content in our fourth European country, building on MTG and NetCom's considerable experience in the Nordic countries where it is one of the most popular family web portal destinations", says Anders Björkman, SEC's President and CEO.

"By providing access to Everyday.com to our Tele2 subscribers, we are strengthening our customer relationships and creating potential new revenue streams in the form of online advertising, e-commerce and a share of local ISP network charges. We intend to launch the Everyday.com services in other European countries in the near future."

Everyday.com is also available in Sweden, Norway, Denmark and Estonia.

For further information, please contact Anders Björkman, president and CEO, SEC, at +352 27 750 101, Pelle Törnberg, president and CEO, MTG, at +46-8 562 000 50 or Lars-Johan Jarnheimer, president and CEO, NetCom at +46-8 562 640 00

MTG is listed on the OM Stockholm Exchange's O list (symbol: MTG) and on Nasdaq (symbol: MTGNY).

NetCom is listed on the OM Stockholm Exchange's O list (symbol: NCOM) and on Nasdaq (symbol: NECS).

SEC A and B shares are listed on the Luxembourg Stock Exchange, on Nasdaq under the symbols SECAY and SECBY, the Frankfurt Stock Exchange under the symbols SEN1 and SEN2, and the OM Stockholm Exchange's O List under the symbols SECA and SECB.