

News Release
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RIX TAKES ANOTHER STEP - ADJUSTS THE FORMAT AND STARTS NATIONAL ADVERTISING CAMPAIGN

Sweden's largest commercial radio network RIX has during the last four months been analysing their target group 20+. Focus has been what the listeners really want to hear on RIX. The result is clear; the listeners want better music. As a result of the research, RIX now takes another step and adjusts their format. On Monday the ninth of March the network puts the new product on the air with the tagline "the best music right now". The adjustment basically consists of a higher share of new music and less music of the seventies and eighties, but the package of the product is also new.

As the new product is put on the air a big national advertising campaign is also initiated. It will be a combined outdoor and print campaign in all of RIX 25 broadcasting cities.

For further information, please visit www.mtg.se, or email info@mtg.se or contact:

Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50

Matthew Hooper, Investor & Press Relations tel: +44 20 7321 5010

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MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

www.mtg.se