



PRESS RELEASE

May 30, 2000

MTG LAUNCHES ADON.COM E-COMMERCE SITE

Adon.com is the latest e-commerce site in MTG Internet Retailing. This Swedish e-bazaar will offer private individuals a place to advertise their goods for free.

Adon.com is a site that offers customers free "publication" of ads for buying or selling goods. It also allows bidding and Dutch auctions, which is when the price of a good is steadily lowered until someone responds with a bid and buys the good.

The goal for adon.com is to become, within a relatively short period, one of the most frequently visited advertising sites in Sweden. The next launches are planned for the Netherlands, Denmark, and Norway.

"Adon.com is the latest addition to our 'on' family, alongside Cdon, Dvdon, and Gamerson. It is an excellent complement to our line-up," says Peter Connée, president of MTG Internet Retailing.

"We want to attract a broad, sizable audience to advertise goods and to generate as many contacts as possible between customers."

MTG Internet Retailing is part of the Modern Interactive business area (formerly Electronic Retailing) of Modern Times Group MTG AB.

For additional information, please contact Peter Connée, president of MTG Internet Retailing, at +46 70 482-8282 or +46 40 601-6000.

Modern Times Group MTG AB is listed on the OM Stockholm Exchange's O list (symbol: MTG) and on the Nasdaq National Market in New York (symbol: MTGNY).

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