

News Release  
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#### TV-SHOP EXPANDS IN CENTRAL EASTERN EUROPE

TV-Shop, the largest company in Europe in the area of electronic retailing, has signed agreements with a number of leading TV channels to increase the number of European households it reaches by 5.5 million - the company now reaches 118 million households. Long-term contracts have been signed with channels in Poland, the Czech Republic and Slovakia.

These contracts further consolidate TV-Shop's strong position in Europe, and are strategically valuable since they have been signed with leading attractive TV companies in each country.

"These contracts are all very important for TV-Shop because they involve leading national TV channels - in other words this represents a further strengthening of our position in this growing market with its future potential", says Jörgen Hansen, Head of Media & New Business Development at TV-Shop.

In the Czech Republic, TV-Shop has concluded a three-year agreement with the leading national channel NOVA. NOVA dominates the Czech market, having a market share of 60 per cent - which of course makes it a very attractive channel for companies in the field of electronic retailing.

In Slovakia TV-Shop has signed an agreement with the leading commercial station Markiza. This new collaboration represents a natural step in the company's development: since TV-Shop got off the ground in Slovakia a year ago it has only featured on the state-owned channel STV1. The new agreement stretches to 31 December 2000.

In Poland TV-Shop has come to a long-term agreement with the national TV company POLSAT. The agreement covers three operations; Polsat 1, Polsat 2 and ODRA, which is a regional network of eleven different TV channels. Polsat 1 is the country's largest private national channel, with a current market share of 35%

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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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