



PRESS RELEASE

2000-06-08??

MTG RADIO LAUNCHES POWER HIT RADIO IN ESTONIA

**Power Hit Radio has begun airing in Tallinn, Estonia.
The station has the same successful format as in Sweden.**

"Our goal is to create Tallinn's hottest radio station," says Christer Modig, head of programming at MTG. "We want a station that plays the latest hits, sets new trends, and is always a step ahead of the other stations. This is not a station only for the younger generation – it's for listeners of all ages that are young at heart."

Power Hit Radio is MTG Radio's second radio station in Estonia. The first MTG Radio in Estonia is Star FM (formerly Easy FM), which also airs in Latvia and Finland.

"Power Hit and Star FM will complement each other perfectly," says Peter Ahlberg, head of MTG Radio. "Star FM's target group is ages 25-50, and Power Hit's target is a bit younger. So we can offer our customers two sure formats to reach listeners aged 15-50 – just like in Sweden."

**For additional information, please contact Peter Ahlberg, head of MTG Radio, at
+46 8 562 720 00**

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