

News Release
17 April 1998

METRO AND SL CO-OPERATION EXTENDED

Stockholms Lokaltrafik (SL), the Stockholm regional public transport organisation and Metro Newspapers have signed a new agreement covering the distribution of Metro at commuter train and underground stations. The new agreement covers a period up to 31 December 2005, which is an extension of the current agreement by five years. The new agreement means that SL's passengers will be able to continue reading their popular morning paper on their way to work. Since its launch three years ago, Metro has steadily increased its circulation in Stockholm. Every day Metro is read by over 600 000 Stockholmers.

The publication of Metro has led to an increase in the number of people who read daily papers in Stockholm. New groups, most significantly young people and immigrants, have taken up the habit of reading a morning paper. Metro is Stockholm's most popular daily among those in the age group 15-39.

For SL Metro has proven a good deal. SL is able to offer its customers a free morning paper every day and at the same time covers the cost of distribution. SL has the added bonus of a free page in the paper for its daily traffic information which has proven an effective means of reaching their large customer base.

Metro's winning concept has even met with success in other cities. Metro can now be found in both Gothenburg and Prague and will be available in Budapest starting in the autumn.

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

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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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