



FOR IMMEDIATE RELEASE

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EVERYDAY.COM GETS ITS 1,000,000th MEMBER

Modern Times Group MTG AB (OM Stockholm Exchange: MTGA, MTGB; Nasdaq: MTGNY), a leading media group, and NetCom AB (OM Stockholm Exchange: NCOMA, NCOMB; Nasdaq: NECSB), the leading telecoms company in the Nordic countries with significant pan-European interests, announce today that the Internet portal Everyday.com has one million members.

The 1,000,000th person to register at Everyday.com is Federico Aicardi, 32, from Milan, Italy. His registration took place just ten months after the first market launch of Everyday.com in Sweden.

Federico Aicardi, a floor clinker salesman, is on a business trip in Poland when he learns of his milestone registration from Everyday. "What a great way to start the week," is his very first comment.

For being the 1,000,000th registered member of Everyday, he wins a long weekend for two in Stockholm, a trip he plans to take with his wife. "I've never been to Stockholm before," he says. "This makes me very happy."

Aicardi joined Everyday.com in Italy when he received a e-mail offer from Italy's Tele2, who supplies his fixed telephony services. "I usually surf a few hours a day, but I don't know much about Everyday," he says. "I left for Poland just after I registered."

Federico Aicardi is one of Tele2 Europe's four million plus fixed telephony customers (4,175,000 fixed telephony customers as of June 30, 2000). Customers are offered subscription-free Internet from Everyday, with the Everyday portal – including all of the services and content – as a home page. Everyday.com offers free membership, which includes free web-based e-mail, SMS messaging capability directly from the computer, electronic postcards, and a library of favorite links and an address book available from any computer with an Internet connection. Among the services available to all users are: domestic and international news, financial, entertainment and sports news, chat, games, personal ads, a complete TV guide for Europe, 5-day weather forecasts for each municipality in every country, and a range of e-commerce services.

Everyday.com is co-owned by Modern Times Group MTG AB and NetCom AB to drive and continually develop a broad commercial Internet portal. It has been launched in 11 European countries in less than ten months and is one of Europe's fastest growing portals.

Everyday.com takes advantage of the strengths of its two sister companies: MTG and NetCom. MTG has Internet content and strength in media and marketing. The most recent example is the completely interactive docusoap "Baren" ("The Bar"), which is available on Everyday Sweden and will soon be available in Norway. Netcom is the leading Internet operator in the Nordic countries with 1,172,000 Internet subscribers as of June 30, 2000. NetCom's subscribers are offered Everyday as their home page. Through SEC, which is currently in the process of being acquired by NetCom, the operations are run within the framework of Tele2 Europe in other European countries.

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