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## QXL IN NORWAY CHOOSES WEBAD

The leading international media group Modern Times Group MTG AB (OM Stockholm Exchange: MTGA, MTGB, Nasdaq: MTGNY) announced today that Europe's leading auction site on the Internet, QXL, has chosen MTG's fast growing Norwegian sales company, WebAd AS, as its partner for advertising sales in Norway.

Says Jørgen Nilsson, head of marketing for QXL in Norway: "QXL in Norway wants to earn more income from the heavy traffic on its site. Today, we have more than 9 million page views per month, and we are the largest e-commerce site in Norway. WebAd is a sales organization that we have great faith in, with a professional management and many talented and ambitious sales people. They also have a close and strong cooperation with the customers in their network. In addition, the sales company has a range of creative and exciting solutions that benefit both the site and the advertisers."

Says Morten Hofstad, managing director for WebAd: "WebAd welcomes QXL into its network. They are in good company with Norway's largest and most interesting sites. With QXL in the network, WebAd will get in total almost 50 million page views each month.

WebAd has in just a short amount of time become a substantial player in Norway for advertising sales on the Internet. WebAd is also present in Sweden, with the Internet portal Everyday.com as the largest site. The objective is to continue the establishment of WebAd in places where Everyday.com is present. The next launches will be in Denmark and the Netherlands.

WebAd belongs to MTG's business area Modern Interactive, which comprises all companies within traditional home shopping, e-commerce, Internet and teletext. This business area includes well-established brands as TVShop, tvshop.com, CDON.com, ADON.com, gamerson.com, dvdon.com and MTG's ownership in Everyday.

For further information, visit

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Modern Times Group MTG AB has six business areas: Viasat Broadcasting (free and pay TV comprising 18 TV channels in eight countries), Radio (seven networks in five countries), Publishing (daily financial paper, magazines and books), Modern Interactive (traditional home shopping, e-commerce, Internet, and teletext), SDI Media (subtitles and dubbing services) and Modern Studies (content production and film library).

MTG's class A and B share are listed on OM Stockholm Exchange's O list (symbol: MTGA and

MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

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