



PRESS RELEASE

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MTG TO BE CONTENT PROVIDER FOR TELE2'S UMTS NETWORK

Modern Times Group MTG AB will be content provider for mobile services from Tele2 AB, which today was awarded a license to develop a third generation mobile UMTS (Universal Mobile Telecommunications Systems) network in Sweden. As previously announced, MTG will also cooperate with Tele2 Norge AS, which was awarded a UMTS license for Norway.

"We are very happy that Tele2 was awarded a license in Sweden as well as in Norway," says Hans-Holger Albrecht, President and CEO of MTG. "This means MTG will also be provider of next generation mobile broadband services. This is in line with our strategy to make our content available in all types of media."

"We see MTG as an ideal partner for developing our range of services for next generation mobile telephony," says Lars-Johan Jarnheimer, President and CEO of NetCom, Tele2's parent company. "We already have very good experience from our cooperation on the Everyday Internet portal."

The Everyday Internet portal was jointly launched by MTG and NetCom one year ago. Today, there are local language versions in 12 countries and more than one million registered users.

The cooperation between MTG and Tele2 for the next generation mobile telephony was included in Tele2's application for UMTS in both Sweden and Norway.

Tele2 also recently signed an agreement with Everymobile AB, a newly started MTG company, for providing content within SMS messaging services and within a mobile portal for the existing GSM network. The services will now be provided to enable a seamless transition from GSM to WAP/GPRS through to UMTS.

For further information, visit www.mtg.se, send an e-mail to info@sharedvalue.net, or contact: Hans-Holger Albrecht, President and CEO of MTG, at +46-8-562 000 50

Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

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