



FOR IMMEDIATE RELEASE

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## INTERNET RETAIL ORDERS DOUBLED

**Modern Times Group MTG AB, the international media group, today announced that weekly orders on its CDON and DVDON internet retailing businesses nearly doubled, as a result of several recent campaigns to customers in Sweden. Total orders for week 46 reached an all time high, with an average of three products per order, and the substantial growth in orders added a significant 8,300 first-time customers to the CDON and DVDON customer database.**

Founded in 1998, CDON is Scandinavia's 2<sup>nd</sup> largest on-line music retailer offering a simple and convenient way for consumers in Sweden, Norway, Denmark, Finland and Holland to purchase from over 100,000 CD titles at highly competitive prices. In April this year, MTG launched the brand name DVDON.com selling mainly DVDs on the internet, offering a catalogue of the latest blockbusters and more than 1,500 DVD titles in total.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This dramatic increase in orders demonstrates the ongoing success of MTG's internet retailing businesses and the benefits of being able to cross-promote the two sites and related campaigns through a wide range of media. An important result of this campaign is the growth in new customers in the run-up to Christmas".

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

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*Modern Times Group is a leading vertically integrated media group with broadcasting, production, publishing and media services businesses, operating in more than 30 countries around the world. MTG is the largest free-TV operator in the Nordic & Baltic region, the 3rd largest DTH pay-TV operator in Europe, and has free-TV operations in Russia and Hungary. MTG is the largest commercial radio broadcaster in Northern Europe, the global market leader in DVD subtitling and dubbing, and a leading international Reality-TV production house.*

*MTG's 'A' and 'B' shares are traded on the Stockholmsbörsen 'O-list' and its ADRs are listed on Nasdaq.*