



2004 SECOND QUARTER & HALF YEAR RESULTS CONFERENCE CALL

TUESDAY, 3 AUGUST 2004

09:00 (EST) / 14:00 (UK) / 15:00 (CET)

Hosts: Hans-Holger Albrecht, President and Chief Executive Officer
Mia Brunell, Chief Financial Officer
Andrew Barron, Chief Operating Officer

Modern Times Group MTG AB, the international media group, will announce its financial results for the second quarter and six months ended 30 June 2004 at 13:00 CET on Tuesday, 3 August 2004.

The company will host a conference call at 15:00 CET.

The conference call will be webcast in 'listen-only' mode on MTG's website at www.mtg.se.

To participate in the conference call, please register at:

<http://www.sharedvalue.net/MTG/HY2004>

The dial-in number to join the conference call will be available upon registration.

You may also register by filling out the information below and returning it by fax to Shared Value on +44 (0)20 7321 5020 or contact Carl Eliasson on +44 (0)20 7321 5010 for further details.

NAME: _____

COMPANY: _____

FUNCTION: _____

SECTOR / COVERAGE: _____

PHONE: _____

FAX / E-MAIL: _____

☐ Yes, I will participate in the conference call.

☐ No, I will be unable to participate. Please keep my name on the MTG mailing list.

☐ Please remove my name from the MTG mailing list.

☐ Please add my colleague's name and email _____ to the MTG mailing list.