



PRESS RELEASE

January 9, 2001

MTG TRANSFERS SILIKON MAGAZINE

As part of the strategy of the Publishing business area within Modern Times Group MTG AB to focus on financial services, Silikon Magazine is being transferred.

The silikon.nu website will be integrated into the Everyday.com Internet portal.

The Publishing business area continues to focus on the work that began in 2000 to develop financial services. This includes the financial daily *Finanstidningen*, the website *finansstidningen.se*, monthly financial magazine *Kapital*, analyst meetings through *financialhearings.com* and also the production of TV8. *Silikon* is today an established and successful concept as a talk show for young women on TV3, a website, and a magazine.

Titan Television will continue to produce the TV program for TV3. *Silikon*'s website will be integrated into the Internet portal *Everyday.com*. The Bar docusoap in combination with the *Everyday.com* portal has proven that TV and Internet are a powerful duo. Titan's webb agency will continue to produce the site for *Everyday*.

Silikon magazine will be transferred to Titan Publishing, which has been producing the magazine for MTG. The latest Orvesto surveys showed that *Silikon* is the fastest growing magazine in Sweden among young women, age group 15-29. The magazine had 136,000 readers in the latest reach survey which was performed late last year, an increase with 21 per cent i comparison with the preceding survey.

For further information, please visit www.clubmetro.com, 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).