



PRESS RELEASE

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EVERYDAY.COM AND OPTIMAL TELECOM LAUNCHES INTERNET CASH CARD

Everyday.com and Optimal Telecom today is launching Sweden's first cash card for the Internet. With Internet Kontant (Internet Cash), as the card is called, consumers can retain full control over their costs for Internet surfing. The card functions under the same principle as the cash card for mobile phones.

Even though many Internet site – like Everyday.com - offer free access and services like e-mail and SMS messaging, consumers have to pay for the connection to the Internet via their phone bills.

"We are happy to be the first to offer the people of Sweden Internet Kontant," says Claes Peyron, president of Everyday Webguide AB, which is owned by Modern Times Group MTG AB and NetCom AB. "Now, parents can easily let their children surf the exciting content of the Internet and not worry about being surprised by their phone bills.

The Internet Kontant card has been developed by Optimal Telecom and Everyday.com. The consumer buys Internet Kontant and activates the card via the phone to enable surfing up to the amount specified on the card. This means that time spent on the Internet does not affect the phone bill.

"High costs for surfing is a growing problem for many consumers," says Markus Täfte, president of Optimal Telecom. Internet Kontant is being distributed initially through the Teknikmagasinet chain of shops.

Everyday.com is an Internet portal with a presence in 12 countries and more than 1.4 million registered members. Members are offered a complete range of services, such as free e-mail, SMS, messaging, a broad selection of e-commerce, news, and other content. Optimal Telecom offers phone and Internet services to help households communicate more simply and cheaply.

For further information, please contact Markus Täfte, President of Optimal Telecom, at +46-8 562 625 08 or Claes Peyron, President of Everyday Webguide AB, at +46 8 588 984 00.

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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