NEWS RELEASE

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EVERYDAY.COM PORTAL LAUNCHED IN SPAIN

The Internet portal, Everyday.com, is being launched today in Spain. The portal, which was started in Sweden just over a year ago, now operates in thirteen countries and has more than 1.4 million registered members. The launch continues Everyday's strategy of establishing sites in all countries where the pan-European telecommunications company, Tele2, provides its services. Tele2 plans to offer fixed telephony in Spain in the near future. Everyday complements Tele2 by offering subscription-free Internet, free e-mail, and a wide range of content and e-shopping services.

Everyday.com is a joint venture between NetCom AB and Modern Times Group MTG AB and aims to establish, operate and continuously develop a broad-based commercial Internet portal. Everyday.com's brand and underlying technology are used to offer free Internet access and services to Tele2 and third-party subscribers. Tele2 offers the service by renting infrastructure from existing local Internet service providers (ISPs) and, therefore, avoids incurring fixed costs in areas where Tele2 is not an ISP.

Lars-Johan Jarnheimer, President and CEO of NetCom commented; "Everyday.com is focusing on developing its range of services to strengthen our relationship with our Tele2 customers."

Everyday.com is already present in local language versions in the following countries: Sweden, Norway, Denmark, Finland, Estonia, the Netherlands, France, Austria, Italy, Switzerland, Germany and Luxembourg.

For further information, please visit www.everyday.com or contact:
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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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