



NEWS RELEASE

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PIN24 TV HOMESHOPPING CHANNEL REACHES 6 MILLION HOUSEHOLDS

PIN24, the 24 hour home shopping television channel owned by Modern Times Group MTG AB, has been made available to 1 million new TV homes since the beginning of the year, bringing the total number of households that can access the channel to 6 million.

PIN24 was already distributed on the Sky Digital and Viasat Digital satellite networks, and has now signed a new deal with TeleDenmark cable, Denmark's leading cable TV company.

As PIN24 operates on digital multi-channel networks, which will soon be able to offer return-path capabilities, advertisers on the channel will be able to benefit from 'on-screen' purchasing.

David Brodess, President of TV-Shop Europe, the operator of PIN24, commented: "We are leading the growth and evolution of the tele-shopping businesses in Europe by making this e-commerce platform widely available. In our first year we have had programming from many different sectors, both traditional tele-shopping companies as well as new entrants to this type of business. As we extend the interactive functions of the channel we see opportunities to develop a sales and marketing platform for all kinds of categories such as travel, telecommunications, entertainment, health and personal development."

PIN24 was launched at the beginning of 2000 on Sky Television's TV digital platform in the United Kingdom. PIN24 was made available for satellite (DTH) households in the Nordic and Baltic countries when MTG's Viasat Broadcasting business area launched its digital platform in the region. The latest agreement with Tele Denmark extends this reach to both analogue and digital cable households.

PIN24 is TV-Shop's digital format, and is a development of the homeshopping venture within the Modern Interactive business area. TV-Shop was launched in 1989 and is now the leading TV direct sales company in Europe, with operations in 33 countries.

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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).

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