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## **INTERNET RETAIL SALES SET NEW RECORD**

**Modern Times Group MTG AB, the international media group, today announced record weekly sales figures in its CDON internet retailing business. CDON is Sweden's fastest growing on-line music retailer and sold a record number of records, games and films through its website, [www.cdon.com](http://www.cdon.com), the week before last. The new sales record is 29% higher than the previous record set in mid-July and sales were up 300% year on year in the first nine months of 2001.**

Founded in 1998, CDON offers a simple and convenient way for consumers in Sweden, Norway, Denmark, Finland and Holland to purchase from over 100,000 compact disc and DVD titles at highly competitive prices.

Hans-Holger Albrecht, President and CEO of MTG, commented: "2001 has been the best year ever for CDON. Not only have we increased our sales growth but the business is also profitable. Our capital investment has been low, by industry standards, and we achieve significant economies of scale by selling multiple products through one site and one company. Furthermore we promote the site through the wide range of other media channels in the Group".

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

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*Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).*

*Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB) and ADRs are listed on the Nasdaq National Market in New York (symbol: MTGNY).*

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