

News Release  
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**EUROSPORT AND MTGS TV-SHOP EUROPE TO JOIN FORCES ON TV AND ON THE INTERNET**  
Eurosport, Europe's no. 1 Sports Channel, and MTG owned TV-Shop Europe, the European market leader in Electronic Retailing, are joining forces within the fields of homeshopping. The agreement is one of the biggest of its kind worldwide, and includes both TV and Internet shopping activities.

The co-operation starts on March 1st, 1999. According to the first part of the agreement, TV-Shop Europe, owned by Modern Times Group MTG AB, will air its "TV-Shop - the Channel" seven days a week throughout the night and early morning on the Eurosport satellite network which covers 47 countries. The Internet is the other cornerstone in this collaboration. In January, Eurosport successfully launched their website, [www.eurosport.com](http://www.eurosport.com). Both companies will now jointly launch shopping activities for European Internet users.

"The collaboration between Eurosport and TV-Shop is a good example. It shows that TV-Shop Europe can and will operate in partnership with major TV networks, in order to interlink television and the Internet. It put us in even a stronger, if not the strongest, position in e-commerce in Europe", says Ronny Elovsson, CEO, TV-Shop Europe.

"We are delighted with the opportunity to enter into a partnership with such an expert company like TV-Shop. This collaboration will combine both our sports excitement, and TV-Shop's quality and homeshopping expertise to provide our viewers and Internet users with a unique service", says Emmanuel Florent, Eurosports Managing Director.

"Eurosport will be actively involved in increasing the number of visitors to the site. For their part, TV-Shop will take responsibility of Internet Retailing, including distribution of products, development and maintenance of the web site.

"This Pan European co-operation, with a partner like Eurosport, will add a new dimension to the TV-Shop Europe group reaching customers in all European countries such as Germany, Great Britain, Sweden, etc, through both TV and the Internet", says Jørgen Hansen, Vice President Media & New Business Development, TV-Shop Europe.

"This agreement will give all Internet users access to a new and exclusive platform on our website, in a unique sports environment; e-commerce is now a step forward in our ambitious project to develop Internet activities, adds Laurent-Eric Le Lay, Head of Eurosport Enterprises.

The agreement will further strengthen the business area Electronic Retailing within MTG further. Last year overall revenue increased substantially, due mainly to an increase in sales in the TV-Shop group. The agreement with Eurosport will lead to a substantial growth in 1999 also.

For further information, please visit [www.mtg.se](http://www.mtg.se), or email [info@mtg.se](mailto:info@mtg.se) or contact:  
Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50  
Matthew Hooper, Investor & Press Relations tel: +44 20 7321 5010

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 on the Nasdaq National Market in New York (symbol: MTGNY).

**MODERN TIMES GROUP MTG AB**

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

[www.mtg.se](http://www.mtg.se)