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9 October 2002

‘EVERYONE LOVES ALICE’ WINS HOLLYWOOD AWARD FOR BEST EUROPEAN FILM

Modern Times Group MTG AB, the international media group, today announced that Sonet Film won the ‘Best European Film’ award for ‘Everyone Loves Alice’ at the Hollywood Film Festival last night. Richard Hoberts’ new film was chosen for the award from amongst twenty other European films, several of which have been nominated for awards at the Felix Film Festival to be held in Rome in December this year.

‘Everyone Loves Alice’ has already sold a high number of tickets since its release in Sweden last Friday. Due to its immediate success, the film is to be released in further cinemas this Friday and is soon to be released in Norway.

‘Everyone Loves Alice’ was produced and distributed by Sonet Film, which has a market share of over 50% of Swedish cinema feature films. Previous Swedish box office hits distributed by Sonet include films such as ‘Executive Protection’, ‘Show me Love’, ‘Together’, ‘The Hunters’, ‘Wings of Glass’ and ‘Zero Tolerance’.

Hans-Holger Albrecht, President and CEO of MTG, commented: “This is a great achievement for Sonet Film. The award for ‘Best European Film’ is a measure of the Sonet Film team’s ability to source original and successful new films, and follows on from the box-office success of ‘Grabben i graven bredvid’ and ‘Lilja 4-ever’ which reached the number one and two positions in Sweden during the same week in August this year”.

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Modern Times Group, MTG AB has six business areas: Viasat Broadcasting (Free-to-air and pay-TV channels in nine countries, and the new media businesses - teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), 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 rights library).

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