



PRESS RELEASE

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## **EVERYMOBILE SIGNS FIRST CONTRACT FOR CONTENT TO MOBILE SERVICES**

**Modern Times Group MTG AB has established Everymobile AB to create content for mobile services.**

**The first deal has been signed with NetCom AB's subsidiary Tele 2 AB, operating under the Comviq and Tele2Mobile brands for mobile telecom.**

"MTG's strategy is to make its content available in all types of media," says Hans-Holger Albrecht, President and CEO of MTG. "Creating services for mobile phone users is only a natural step. And considering the strong position of Comviq and Tele2Mobil, we are very happy to sign our first deal with them."

"We already have very good experience from our cooperation on the Internet portal Everyday," says Lars-Johan Jarnheimer, President and CEO of NetCom. "That's why we see Everymobile as an ideal partner to strengthen our content, especially within SMS, for our mobile phone users."

The Internet portal Everyday was jointly launched by MTG and NetCom one year ago. Today, there are local language versions in 12 countries and more than one million registered users. Everymobile will in the same way utilize each company's strengths into mobile services: MTG's expert knowledge as a player in the media field and NetCom's knowledge as a leading alternative pan-European telecoms company.

For Comviq and Tele2Mobile, Everymobile will deliver a rich and wide variety of content and services, including a range of SMS services and the mobile portal [www.everymobile.com](http://www.everymobile.com). As a content provider, Everymobile will offer users everything from already appreciated services like being able to download new ringing signals for mobile phones to completely new services and content.

"We want to create extra value for the mobile phone user, providing much more than is available today," says Henrik Sundewall, President of Everymobile.

As with the Internet portal Everyday.com, Everymobile will also be launched for other markets outside Sweden. The goal is to sign agreements with different mobile phone providers in several countries.

Everymobile's mobile portal will be launched in January 2001. Everymobile belongs to the newly formed

New Media business area. Also part of this business area is the Internet portal Everyday and Everyday as an interactive TV portal.

**For further information, visit [www.mtg.se](http://www.mtg.se), send an e-mail to [info@sharedvalue.net](mailto:info@sharedvalue.net), or contact: Hans-Holger Albrecht, President and CEO of MTG, at +46-8-562 000 50, or Henrik Sundewall, President of Everymobile, at +46-70-762 02 25.**

*Modern Times Group MTG AB has seven business areas: 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).*