



PRESS RELEASE

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'THE BAR' TV INTERACTIVE FORMAT SOLD TO ARGENTINA

Strix Television's sales success for the Swedish programme format *The Bar* continues. This totally interactive docusoap will now also be produced in Argentina. The format has already been sold to Italy, Germany, Portugal, and Australia.

In Argentina, rights to the format have been purchased by production company Idea del Sur, which will produce *The Bar* for Channel 2 America in association with Cuarto Calezas.

Hans-Holger Albrecht, President and CEO of Modern Times Group MTG AB, commented "Following Europe and Australia is Latin America. This is further proof of the global strength of this integrated TV and internet format.

The Bar is the first Swedish fully interactive docusoap. It has been successful in its two seasons on the TV3 channel in Sweden. The third season is being prepared right now. Preparations are underway in Norway for a second season. The ventures on the Swedish and Norwegian parts of the Everyday.com portal have also been very successful. TV3 and Everyday.com in Denmark will launch *The Bar* on Saturday.

The format was purchased in Italy by Reti Televisive Italiane Spa, part of the Mediaset Group. In Germany, the purchase includes more than just the rights to the format. Strix will also be the producer. *The Bar* will be broadcast by RTL, the largest TV channel in Europe. In Australia and Portugal, the format will be produced by Pearson Television Worldwide Production, a leading global player in TV production.

The Bar participants struggle to run a bar in an authentic restaurant whilst being recorded 24 hours a day by cameras, located both in the bar and in the apartment they all share. Everything that happens can be seen directly on the Internet. A 30-minute summary is aired each weekday on TV and an hour-long episode is aired live, once a week in which the TV and web viewers vote to eliminate one of the participants.

Strix Television is the most successful production company in MTG's Modern Studios business area, which includes all MTG content production and distribution companies.

For further information, visit www.mtg.se, send an e-mail to info@sharedvalue.net or contact Hans-Holger Albrecht, President and CEO of MTG, at 08-562 000 50.

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).