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VIASAT AND SANOMA TO LAUNCH NEW SPORTS CHANNEL IN FINLAND

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has entered into a strategic cooperation with the Sanoma Group to launch a localised premium sports channel in Finland.

Nelonen Sport Pro will be launched in February 2010 and will feature content from both Viasat and Sanoma-owned Nelonen Media, including the Finnish SM Liiga, NHL and KHL international ice hockey league; football from UEFA Champions League, English FA Cup and the French Ligue 1; Moto GP, ATP Master Series tennis; as well as Euroleague basketball and coverage of major international golf tournaments.

Sport Pro will be wholly owned by the Sanoma Entertainment and the channel will be available exclusively on Viasat's Finnish digital satellite pay-TV platform and in Viasat pay-TV packages in cable networks in Finland from launch.

The Viasat satellite TV platform in Finland was launched in 1996. The new sports channel as an addition to Viasat's 18 own pay-TV channels as well as a wide range of local and international third party channel brands on its Finnish satellite pay-TV platform.

Hans-Holger Albrecht, President & CEO of MTG, commented: "The strategic cooperation with Sanoma is in line with our commitment to provide the very best in local and international sports content to subscribers. The new localised channel will complement our existing Nordic sports offering in Finland, and we are delighted to be able to further enhance the range and depth of sports coverage provided for Finnish viewers".

For further information, please visit www.mtg.se or contact:

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Modern Times Group MTG AB

Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates free-TV channels in the Czech Republic, Hungary, Slovenia Bulgaria, Macedonia and Ghana. MTG's TV assets are broadcast in a total of 30 countries and have 125 million viewers. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media - Nasdaq: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.

Modern Times Group MTG AB Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap market ('MTGA' and 'MTGB').

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 13.30 CET on 07 December 2009.