



FOR IMMEDIATE RELEASE

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MTG ACQUIRES EXCLUSIVE BROADCASTING RIGHTS TO ENGLISH PREMIER LEAGUE FOOTBALL IN SWEDEN

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat Broadcasting has acquired the exclusive television broadcasting rights to England's Barclays Premier League in Sweden for the next three seasons. MTG currently has the television broadcasting rights to the Barclays Premier League in Bulgaria, the Czech Republic and Ghana.

MTG has acquired the rights from Medge Consulting, which holds the rights to the Barclays Premier League in the Nordic region.

MTG will broadcast Premier League matches from the start of the 2010/11 season in August until the end of the 2012/13 season, on its Viasat Fotboll, Viasat Sport & Viasat Sport HD pay-TV channels and on a new dedicated Viasat Premier League HD channel. MTG will broadcast live coverage of a minimum of 228 matches each season, on every weekend from August to May, as well as weekly shows featuring highlights, profiles, interviews and analysis. Viasat's sports channels are available on the Viasat satellite platform in Sweden, as well as through all major third party IPTV and cable networks. The Viasat Premier League HD channel will be made available on the Viasat satellite platform.

Viasat Broadcasting's extensive portfolio of football rights currently includes the UEFA Champions League, the French League, the English FA Cup, and Chelsea and Manchester United's club TV channels. Viasat also has the the broadcasting rights to the home matches of Italian Serie A teams – Inter Milan, AC Milan, Juventus, Fiorentina, Genoa, Roma, Cagliari, Lazio, Catania and Bologna.

MTG's other dedicated sports channels in Sweden comprise Viasat Motor, Viasat Hockey, and Viasat Golf. While Viasat Golf is a standalone channel, the other five sports channels are available as part of Viasat's sports and premium pay-TV packages.

Hans-Holger Albrecht, President & CEO of MTG, commented: "England's Premier League football is one of the world's leading sports properties. It attracts large television audiences around the world and is the perfect addition to our already strong line-up of premium sports coverage. There is huge interest in English football in Sweden and a tradition of close links with the English league."

"The deals struck regarding the Premier League rights across the Nordic region will change the broadcasting landscape in terms of premium sports coverage. We have demonstrated our ability to secure key rights because of our unique offering of free-TV and pay-TV

channels on multiple distribution platforms. Viasat clearly provides viewers with the best mix of premium sports content available in the market.”

Richard Scudamore, Chief Executive of the FA Premier League, added: “Medge Consulting’s successful sub-license agreement with Viasat for the Swedish market is further proof of the popularity of the Barclays Premier League in the Nordic region. We are extremely confident that Viasat will broadcast Barclays Premier League football in a comprehensive and innovative manner.”

Peter Liljestrand of Medge Consulting commented: “We are very excited to have signed this ground breaking agreement with Viasat, and look forward to continued close cooperation over the coming years.”

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

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Modern Times Group is a leading international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the leading free-TV and pay-TV operator in Scandinavia and the Baltics, and has broadcasting operations in Bulgaria, Czech Republic, Hungary, Slovenia, Russia, Ukraine and Ghana. Viasat's free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 31 countries. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media – Nasdaq: CTCM), and the number one commercial radio operator and internet retailer of entertainment products in the Nordic region.

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 Markets Act. This information was released for publication at 08.00 CET on 22 March 2010.

For more information on the Premier League please contact the Premier League Press Office on +44 (0)20 7864 9190 or press@premierleague.com