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VIASAT TO DISTRIBUTE TV 2'S PREMIER LEAGUE CHANNELS ON ITS NORWEGIAN DTH SATELLITE PAY-TV PLATFORM

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat Broadcasting has signed an agreement with Norwegian broadcasting group TV 2 AS to distribute TV 2's three Premier League channels – TV 2 Premier League HD, TV 2 Premier League HD 2 and TV 2 Premier League HD 3 – on its Norwegian DTH satellite pay-TV platform.

The agreement is the first of its kind in Norway following TV 2's acquisition of the Barclays Premier League rights for Norway in March. TV 2's three Premier League HD channels will be available for Viasat's subscribers from the start of the 2010/11 season in August. MTG already holds the exclusive rights to the English Barclays Premier League in Sweden and Bulgaria.

Viasat's subscribers will now have access to all Barclays Premier League matches until the end of the 2012/13 season. Viasat already has an extensive portfolio of football rights in Norway, which includes the FIFA World Cup 2010, UEFA Champions League, UEFA Europa League and the FA Cup. The rights to the FIFA World Cup are shared between Viasat and TV 2, and the matches will be broadcast on Viasat Sport HD and TV 2 HD. Viasat's portfolio of dedicated sports channels in Norway also comprises Viasat Sport, Viasat Motor, Viasat Fotball, and Viasat Golf.

Hans-Holger Albrecht, President & CEO of MTG, commented: "The agreement with TV 2 strengthens our leading position as a premium pay-TV provider in the Nordic region. It is the next step in the ongoing changes to the Scandinavian broadcasting landscape, and we are proud to be able to provide our Norwegian subscribers with access to the biggest and best sports rights. Barclays Premier League is one of the strongest and most popular sports rights on the market and is highly appreciated by sports fans."

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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 11.15 CET on 04 June 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