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VIASAT TO LAUNCH NEW FREE-TV CHANNEL IN SWEDEN

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it will launch a new free-TV sports channel in Sweden on 7 September 2010. The new channel – TV10 – will be made available to Com Hem's 1.65 million TV households, as well as on Viasat's own DTH satellite TV platform, which together represent more than 50% of Swedish households. Further distribution agreements will be signed to further boost the channel's penetration levels.

TV10 will be a sports-focused free-TV channel targeted at men between 25 and 59 years old, and will therefore complement Viasat's existing media house in Sweden, which comprises the TV3, TV6, TV8 and ZTV channels. The sports focus also fits with Viasat's pay-TV offering of 6 dedicated sports channels in Sweden - Viasat Fotboll, Viasat Motor, Viasat Hockey, Viasat Sport, Viasat Sport HD and Viasat Golf.

The launch of TV10 will coincide with the UEFA Euro 2010 qualification game between Sweden and San Marino, which will be broadcast live on the new channel. TV10 will also broadcast selected coverage of NHL and HockeyAllsvenskan ice hockey games, UEFA Champions League football matches, and Formula One grand prix qualifying sessions that are currently broadcast on the TV6 and TV8 free-TV channels. TV10 will also broadcast coverage of Swedish and Euroleague basketball, NFL American football and ATP tennis, all of which is currently available on the Viasat Sport generic pay-TV sports channel.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of a fifth free-TV channel in Sweden demonstrates the strength of the Viasat media house. The new channel is focused on a distinct and complementary audience, which will deliver incremental reach for our advertisers. It will also enable us to optimise the use of our extensive portfolio of local and international sports rights. Swedish viewers will now be able to watch even more high quality sports entertainment than ever before".

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 10 June 2010.