



FOR IMMEDIATE RELEASE

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NEW PRESIDENT FOR MTG NORWAY

Modern Times Group MTG AB, the international media group, today announced that Hein Espen Hattestad has been appointed as the new President of MTG Norway. Hattestad joined MTG in late April of this year and was previously President of P4 Radio in Norway. He had also previously held several senior positions within the Bates Group.

Hattestad replaces Kalle Lisberg, who had worked for eleven years for several MTG and Kinnevik Group companies, including appointments as President of TV3 Norway and Head of MTG Norway. Lisberg will continue as a consultant to MTG.

Hans-Holger Albrecht, President & CEO of MTG, commented: "I would like to thank Kalle for his contribution over the past years and we wish him every success in the future. Hein has joined the Group in order to take our operations in Norway forward, in what is a key market for us through our TV3 and Viasat+ TV channels, our equity participation in P4 Radio, and as we roll out our digital TV platform and a whole range of interactive new media services."

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

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