



FOR IMMEDIATE RELEASE

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MTG WITHDRAWS FROM SWEDISH DIGITAL TERRESTRIAL TELEVISION NETWORK

The Board of Directors of Modern Times Group MTG AB, the international media group, today announced that it has decided to withdraw the Viasat television channels from the Swedish digital terrestrial broadcasting network.

The reason for the withdrawal is that the digital terrestrial network has not lived up to promises in terms of delivering subscriber households. With only 50% of the target number of households connected to date, it is uneconomical for MTG to continue to be part of the network.

Furthermore, MTG has been accused of seeking a dominating market position by distributing over the terrestrial network in addition to its market leadership in DTH digital broadcasting. Its channels are also broadcast on a number of cable and SMATV networks. If this criticism was valid, the problem is cured by MTG's withdrawal.

Accordingly, MTG's TV3, ZTV, TV8, Viasat Sport and TV1000 channels will no longer be available on the digital terrestrial network after 15 August 2001.

Today's press release from Boxer, about their "sales success" in the last two weeks, should be read in the context of their knowledge that this release would be issued today.

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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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