

News Release
16 November 1998

**SCANDINAVIAN MULTI-MEDIA COMPANY MTG AND BUENA VISTA INTERNATIONAL TELEVISION
SIGN MULTITERRITORY FREE AND PAY TV AGREEMENT**

Buena Vista International Television and MTG, the Scandinavian multi-media company, have entered into an exclusive multi-year free and pay-television agreement, it was announced today by Keith LeGoy, Vice President, Buena Vista International Television (BVI-TV) and Hans-Holger Albrecht, CEO of MTG Broadcasting.

"The continuing demand and popularity of Disney product in Scandinavia make this agreement a logical step for us and MTG," said LeGoy. "It is a unique opportunity for us and MTG to distribute the very best in filmed entertainment to consumers on free and pay-television television across seven countries, including the Baltic territories. No other broadcaster could offer such delivery and windowing opportunities, which will allow more viewers to see our programming in the most efficient time-frame."

Buena Vista International Television will license pay television rights to MTG for feature films including titles from Disney, Hollywood and Touchstone pictures including Air Force One, Ransom, George of the Jungle and The Goofy Movie following the normal release sequence.

"Our strategy has always been based on delivering premium quality entertainment - content is the key to our success," said Albrecht. "This agreement secures premium filmed product from the Disney studio - a name synonymous with the very best in entertainment. Having them on board to help us develop the pay television in the region, is an exciting and significant development that will benefit our consumers and our business. The alliance with Disney will contribute a further growth to us and indicates the value, Disney is contributing to the MTG brands. It is a perfect match"

The companies have also discussed exploring further opportunities in developing pay television in the region, including the future possibility of launching the Disney Channel on MTG's ViaSat platform.

MTG Modern Times Group is one of the leading Nordic media groups spanning television, radio, print media and electronic retailing. MTG includes well known brands as TV3, ZTV, ViaSat, TV1000, Metro and RadioRix.

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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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