

News Release  
16 November 1998

#### MTG BROADCASTING REORGANIZES FOR FURTHER STRENGTH

In the course of preparing MTG Broadcasting for the next round of developments and tasks, a new organization structure will be implemented as of January 1, 1999, by merging the former Free-TV division and the former Pay-TV division into one unit. This new organization will be managed by Hans-Holger Albrecht as Chief Executive Officer. The headquarters will be based in London and will oversee all broadcasting operation of MTG.

In its commitment to further strengthen MTG's international expansion in the coming years, Jens Torpe will as of January 1, 1999, join MTG Head Quarter as Vice President.

Jens Torpe will remain as head of MTG Denmark, and will also head a new division, MTG Sports.

In the new organization, the broadcasting operations in the countries will be merged in order to harmonize the market approach. Following changes will be made as of January 1, 1999.

Sweden - HC Ejemyr will be nominated President of MTG Broadcasting Sweden, having Petter Nylander as CEO TV3 Sweden and Peter Karlsson as CEO ViaSat Sweden reporting to him.

Norway - Kalle Lisberg will be nominated President MTG Broadcasting Norway, having Eivind Schackt as COO of TV3 Norway and Einar Brustad as CEO ViaSat Norway reporting to him.

Denmark - Lars-Bo Anderson will be nominated President MTG Broadcasting Denmark, having Christian Samsoe as CEO of TV3 Denmark and Jesper Groenhold as CEO of ViaSat Denmark reporting to him

Peder Ramel will stay President of ViaSat and has the full responsibility and decision power for all ViaSat operations. He will report directly to the CEO of Broadcasting.

Steen-Ulf Jensen will be nominated Administrative Director TV3 London, reporting directly to the CEO and in charge of all administrative functions in London

For further information, please visit [www.mtg.se](http://www.mtg.se), or email [info@mtg.se](mailto:info@mtg.se) or contact:

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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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