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MIKE TYSON TO BOX IN DENMARK – VIASAT WILL AIR IN NINE COUNTRIES

The international media group Modern Times Group MTG AB today announced that the company has secured the exclusive TV rights for Mike Tyson's next heavyweight boxing match. Mike Tyson's first-time match in Scandinavia is set for September 8, when he will meet Danish boxer Brian Nielsen in Copenhagen.

The match will be available to Viasat's digital TV subscribers via pay-per-view in Denmark, Sweden, Norway, and Finland and will be broadcasted on Viasat's free TV channels in the Baltic States; Hungary, and Russia.

Hans-Holger Albrecht, President and CEO of MTG commented: "This will be the largest pay-per-view event ever in the Nordic countries. We are also happy to have the TV rights for the Baltic States; Hungary, and Russia. This is the first live broadcast that will affect all nine countries in which Viasat is established."

Brian Nielsen is one of Denmark's most popular athletes in all categories. He has boxed 62 matches in his career and only lost one. His match against Tyson is something Danish fans have been anticipating for ten years. A total of 50,000 spectators are expected at the Danish national arena Parken in Copenhagen on September 8. The heavyweight match between Mike Tyson and Brian Nielsen is set to start at 22.30 CET.

A number of other Scandinavian boxers will be in the ring on the same night at the gala event, which is being produced by the American company 'Showtime'. An estimated 100 million viewers worldwide is expected.

The event will be available through pay-per-view to Viasat's 486,000 digital TV subscribers in Denmark, Sweden, Norway and Finland. Viasat will also broadcast on TV3 in Estonia, Latvia and Lithuania, as well as Viasat3 in Hungary and Daria TV in Russia.

For more information, visit www.mtg.se, send an e-mail to info@mtg.se or contact:

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV 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 information services), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

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

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