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STRIX TV FORMATS SOLD TO USA

Modern Times Group MTG AB, the international media group, today announced that Strix Television has sold the option to develop and produce its 'Reality TV' formats in the USA. Hollywood-based Paramount Domestic Television and Jonathan Goodson Productions have signed an agreement to develop and produce Strix programmes, including the international hit format 'The Bar', for the American television market. Strix has already sold options to produce its formats in 27 countries around the world.

The U.S. agreement also includes three completely new formats: 'Harem', 'The Farm' and '360 Degrees'. 'Harem' will be aired on TV3 in Sweden and Norway later this year and filming began last week. A harem of men is governed by strong-willed women in an exotic location and it's the women who decide who stays and who is thrown out. 'The Farm' has been purchased by TV4 in Sweden and TV2 in Norway and takes place in a farming environment. TV4 will also broadcast the adventure reality show '360 Degrees' in Sweden, in which 16 adventurers compete with each other under extreme conditions in different locations around the globe.

"We're very excited about the potential domestic breakthrough of these new reality TV formats," said Greg Meidel, President of Programming at Paramount Domestic Television.

"Strix Television is the leading reality TV production house in Scandinavia and the original producer of the '*Expedition: Robinson*' series, predecessor to 'Survivor.' I can't think of a better content source than Strix, or a better production and development partner than Paramount, to create the next reality TV success story in the U.S.," commented Harris L. Katleman, Chief Operating Officer of Jonathan Goodson Productions.

"This agreement is a breakthrough for Strix in the world's most important television market. It strengthens the Company's position as a world leader in 'Reality TV'," said Hans-Holger Albrecht, President and CEO of MTG.

Strix Television is the most successful production company within MTG's Modern Studios business area, which includes all MTG's content production and distribution companies. Jonathan Goodson Productions in Los Angeles, California, has created and produced a number of game shows. Paramount Domestic Television is part of the Paramount Television Group within Viacom, Inc. A number of TV-channels, including CBS, are part of the group.



For more information, visit www.mtg.se, send an email to 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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