

News Release
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SHE BECOMES REGIONAL DIRECTOR FOR MTG BROADCASTING IN BALTIC STATES

Vilma Marciuleviciute, 32, in her capacity as president of TV3 in Lithuania, has been a key person in developing the channel into one of the country's largest commercial channels. Newly appointed as regional director for MTG's entire program of TV activities in the Baltic States, she comments: "This is a great privilege and a major challenge".

Effective 1 January 1999, the TV operations of the Modern Times Group MTG AB were reorganised. Free TV and Pay TV were merged into one business area called MTG Broadcasting with its head office in London. As a natural consequence of this MTG Broadcasting Baltic was created to coordinate operations in Estonia, Latvia and Lithuania.

Vilma Marciuleviciute started at what is today TV3 Lithuania in 1993 as assistant to the president, after having worked for one and a half years as president of a tourism company. In 1995 she became acting president of the TV channel and when MTG took over in 1997 she was appointed president.

With a mix of well-known international top films, series such as Melrose Place and locally produced 'infotainment', she has made a major contribution to TV3 becoming Lithuania's largest commercial channel. In her new capacity as regional director Vilma Marciuleviciute will now coordinate MTG Broadcasting's rapidly growing operations in the Baltic region.

TV3 has channels in all three Baltic States. In November 1998 TV1000 was also launched in these countries, whereby MTG Broadcasting's Baltic operations now comprise both Free TV and Pay TV.

"The Baltic States possess major potential for MTG Broadcasting and we are therefore very pleased that Vilma Marciuleviciute has accepted the job. It provides us with possibilities of exploiting existing synergies between Free TV and Pay TV in the region at an early stage. Vilma's track record in having turned around TV3 Lithuania into the successful channel it is today convinces us that she is the right person for the job," comments Hans-Holger Albrecht, president of business area MTG Broadcasting.

"My prime objective is to coordinate the three similar but at the same time different Baltic markets so that we can avail ourselves of MTG's resources and face the competition more effectively," states Vilma Marciuleviciute.

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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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