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MTG EXTENDS EXCLUSIVE BROADCASTING RIGHTS TO DANISH FOOTBALL

Modern Times Group MTG AB, the international media group, today announced that Viasat in Denmark has extended its existing exclusive rights to broadcast Danish football matches until 31 December 2006. Viasat has the exclusive rights to broadcast live matches from the Danish premier league and first division on its TV3, 3+ and Viasat Sport channels in Denmark. Viasat has also acquired the exclusive rights to broadcast pay-per-view matches, providing viewers with the ability to choose between different games.

For the past four years, Danish viewers have been able to watch matches, news and feature coverage from the two leading football leagues in Denmark on TV3, 3+ and Viasat Sport. Viasat has reached agreement with the Danish football federation to extend this contract for another four years.

Viasat offers extensive coverage of Danish top flight football with two live matches from the Danish premier league on 3+, as well as a live match from the first division on Viasat Sport, every week. In addition, there are daily football news updates on 3+, a dedicated football feature programme on TV3 and popular soccer related discussion programmes on Viasat Sport. Viasat's digital subscribers in Denmark will also have the ability to select which premier league matches they want to watch each week by using the pay-per-view service.

Hans-Holger Albrecht, President and CEO of MTG, commented: "MTG and Viasat consistently offer viewers the very best in TV entertainment. Viasat provides extensive coverage of both domestic and international sports events. The coverage of the premier league and first division matches have proven very successful and the extension of these exclusive broadcasting rights will further strengthen this offering."

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Modern Times Group MTG AB has six business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries, and the new media businesses – teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), 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 rights library).

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

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