



FOR IMMEDIATE RELEASE

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RIX FM TO BE BROADCAST ON ÅLAND

Modern Times Group MTG AB, the international media group, today announced that RIX FM, Sweden's largest commercial radio network, is to begin broadcasting to the Åland Islands. The new venture is a co-operation with local media company, UI Media AB, which recently received a commercial radio broadcasting license for the Åland Islands.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The Åland Islands are an immensely popular holiday destination for Swedes, and advertising on RIX FM will enable both Swedish and local advertisers to access attractive listener groups. The Åland Islands broadcasts will further strengthen RIX FM's position as by far the largest radio network in Sweden."

Åland has a permanent population of 26,000, and also attracts large numbers of holidaymakers during the summer. The native language in the Åland Islands is Swedish and the broadcasts will be the same as in Sweden and supplemented with local programmes.

For further information, please visit www.mtg.se, email info@mtg.se, or contact:

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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).

