

News Release  
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#### FOUR NEW SEASONS WITH UEFA CHAMPIONS LEAGUE ON TV3

Modern Times Group MTG AB has signed a new agreement for Champions League. This means that the growing football tournament can be broadcast for a further four seasons on TV3 in Sweden, Norway and Denmark.

The new agreement between MTG and UEFA runs from Autumn 1999 to Spring 2003. The prestigious UEFA Champions League for European football teams is introducing a new structure. The number of teams will increase from 24 to 32 and the tournament will expand from 11 to 17 rounds. In addition to Wednesdays, matches will also be played on Thursdays.

In future a UEFA Champions League season will consist of 33 matches, instead of 11 at present.

"With our TV3 channels and other TV brands we possess all the qualifications to offer top notch coverage of the new, expanded UEFA Champions League tournament," says CEO of MTG Acquisitions, Florian Bollen.

In Danmark, 3+ will take care of the additional matches, which will also be available to Viasat Sports viewers.

The final of this year's Champions League will be decided on 26 May in Barcelona. Next Wednesday will see the return matches in the two semi-finals between Juventus and Manchester United, and between Bayern München and Dynamo Kiev.

For further information, please visit [www.mtg.se](http://www.mtg.se), or email [info@mtg.se](mailto: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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