

## PRESS RELEASE

June 22, 1999

### **FOUR MORE YEARS WITH ISHOCKEY WORLD CHAMPION SHIPS ON TV3**

MTG Sports has acquired the exclusive broadcasting rights for the Ishockey World Champion Ships for 2001 in Germany, 2002 in Sweden, and 2003. Because TV3 already has the broadcasting rights for the year 2000 in Russia, this means that TV3 has the rights for the Ishockey World Champion Ships for the next four years.

The broadcasting rights apply to Sweden, Norway, Denmark, Estonia, Latvia, and Lithuania.

TV3 has had the right of option for the next tournaments and is now taking advantage of this right by signing a contract with the German distributor CWL-Telesport.

"We are very happy about the contract for the next four years," says HC Ejemyr, head of MTG Broadcasting Sweden. "The Ishockey World Champion Ships has been a great public success for TV3 and I'm sure the success will continue into the next millennium".

TV3 has been broadcasting the Ishockey World Champion Ships since 1989. This year, the tournament in Norway was successful. The Sweden-Russia game was seen by 1,105,000 TV viewers, setting a new record for the TV channel in all program categories. The netreach was 1.956.000, this many watched at least five minutes. A few days later, even that record was broken, with 1,370,000 viewers tuning in for the Sweden-Finland game. The netreach was 2.205.000.

Also included in the agreement with CWL-Telesport are the rights for the European Hockey League (EHL) for the coming three seasons (1999/2000, 2000/2001 and 2001/2002). In this next season, Sweden will be represented by Brynäs IF and MoDo Hockey and Norway by Vålerenga IF.

For more information, please contact:

HC Ejemyr, Head of MTG Broadcasting Sweden, phone +46-8-562 023 25

*Modern Times Group MTG AB is listed on the Stockholm Stock Exchange, O List, under the symbol MTG and on Nasdaq in New York under the symbol MTGNY.*

