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VIASAT ADDS FOUR NEW TV-CHANNELS TO PAY-TV PACKAGES

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the addition of four new TV channels to its premium pay-TV offerings in the Nordic and the Baltic regions, at no extra cost for subscribers. Viasat Broadcasting has signed agreements with E! Entertainment Television, Disney and Turner for the inclusion of the ‘E! Entertainment Television’, ‘Toon Disney’, ‘Cartoon Network’ and ‘TCM’ TV channels in Viasat’s premium pay-TV packages. MTG today also announced the extension of its current agreement for carriage of the news channel ‘CNN International’ for another three years.

‘E! Entertainment Television’ will be launched on 1 August 2005 and provides viewers with an inside, bold and revealing look at high profile Hollywood celebrities and the entertainment world, 24 hours a day, seven days a week.

Turner’s TV channel, ‘Cartoon Network’, broadcasts animated series with familiar animated characters including ‘Scooby-Doo’ and ‘Tom and Jerry’. The ‘TCM’ (Turner Classic Movies) channel draws from an extensive library of classic movies from the 1920s to 1990s. The channels will be made available to Viasat customers on 23 September 2005.

The ‘Toon Disney’ children’s channel will be launched on 1 August 2005 and features animated series including popular classics such as ‘Donald Duck’ and ‘Mickey Mouse’, as well as modern Disney series such as ‘Lilo & Stitch’ and ‘Hercules’.

Viasat has secured the rights for these channels in Sweden, Norway, Denmark, Finland, Estonia, Latvia and Lithuania, and the channels will be made available to Viasat’s ‘Gold’ and ‘Silver’ package subscribers in the Nordic territory. In Norway, CNN will continue to be offered to ‘Basic’ package subscribers. Viasat will distribute the channels via DTH and IPTV.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The addition of these four new channels is in line with our commitment to provide viewers with the greatest entertainment available in the market. The new channels enhance our offering of high quality children’s programming, classic movies and pure and simple entertainment to our pay-TV packages, while CNN will continue to serve as a high quality source of news and information for Viasat customers. All of this is at no extra cost for our subscribers and the channels will be made available on multiple distribution platforms, which further demonstrates our commitment to increase viewer choice in terms of content and access.”

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

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Modern Times Group is an international entertainment-broadcasting group with operations in more than 30 countries around the world. MTG is the largest Free-to-air and Pay-TV operator in Scandinavia and the Baltics, the largest shareholder in Russia's fourth largest television network, and the number one commercial radio operator in the Nordic region. The Viasat DTH satellite TV platform offers digital multi-channel TV packages of 50 own-produced and third party entertainment channels to viewers in 19 countries across Europe and Viasat TV channels now reach over 60 million people every day.

Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list under the symbols 'MTGA' and 'MTGB'.

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