



FOR IMMEDIATE RELEASE

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**MTG ACQUIRES EXCLUSIVE BROADCASTING RIGHTS TO FIA FORMULA 1  
WORLD CHAMPIONSHIP™**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that the Company has signed an exclusive agreement with Formula One Management to acquire the broadcasting rights to the FIA Formula 1 World Championship™. The agreement provides MTG with the exclusive rights for the event in both Sweden and Norway for the 2006, 2007 and 2008 seasons. The coverage from each race weekend will be aired on the TV3, ZTV and Viasat Sport channels.**

Modern Times Group will give viewers the opportunity to follow the Formula 1 World Championship™ more closely than ever before. MTG's live broadcast coverage of the main race on Sundays will be supported by coverage from both qualifying and practice sessions. The first broadcast is scheduled to take place in March 2006 with the Australian Grand Prix at Albert Park in Melbourne.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is fantastic news for sports fans in both Sweden and Norway. The Formula 1 World Championship is one of the world's most popular sports events and we will bring Viasat viewers the best possible coverage from each race. This agreement follows earlier signed sports rights agreements such as the exclusive deal with the UEFA Champions League and clearly shows our commitment to provide viewers with the best sports available."

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