



FOR IMMEDIATE RELEASE

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MTG ACQUIRES SWEDISH FOOTBALL RIGHTS

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that Viasat Broadcasting has signed an agreement with Kentaro AG to secure the exclusive broadcasting rights to all of the senior and youth (under 21) Swedish national football teams' home fixtures up until the end of 2010. This is an agreement in principle, which will form the basis of the final agreement between the parties.

For the first time, Viasat has also acquired the exclusive rights to broadcast the Swedish national home fixtures over the internet, including live video streaming. Viasat has also acquired the joint internet broadcasting rights to show up to the minute highlights from all Swedish Premier League (except one match per week), First Division and Swedish Cup games, as well as the Swedish national women's team's home fixtures.

Viasat already has an extensive portfolio of football coverage, which is aired on its free-to-air and dedicated sports pay-TV channels. Viasat already has the exclusive broadcasting rights to the majority of the Swedish, Norwegian and Danish national teams' away fixtures in the qualifying rounds for the 2008 European Football Championships and the 2010 World Cup. Viasat's football coverage also includes the UEFA Champions League, the UEFA Cup, the English FA Cup, the Danish Premier League, the French Premier League and the Dutch League.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This agreement will bring Viasat channel viewers an even more comprehensive line-up of international football. We are committed to providing our viewers with the very best in entertainment and sports is a key part of this. Soccer fans will now be able follow the progress of the national teams against the world's other leading football nations. Viasat's integrated offering of pay and free-to-air channels provides rights holders with an unrivalled range of viewers and media windows, and we are delighted to have added this extensive coverage to our line-up."

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 largest independent 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. Viasat TV channels now reach over 80 million people every day to viewers in 21 countries across Europe.

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