

News Release
01 October 1997

NEW POSITIONS WITHIN MTG

New President of TV3 Sverige

HC Ejemyr has been appointed new President of TV3 Sverige. Ejemyr, who will remain COO of MTG, enters the new position on October 1. Casten Almqvist leaves the company at his own request.

New Vice President of MTG Media Services

Johan Sundberg has been appointed new Vice President of MTG Media Services. Sundberg was formerly President of Strix Holding. He has also been responsible for Business Affairs of the TV-production company UFA in Berlin.

New Manager of MTG Teknik

Per Norman has been appointed new Manager of MTG Teknik, which is responsible for the group's distribution and satellite operations. Norman, Master of Science and of Business and Administration, worked previously at ARRIGO Consultants AB.

Björn Pehrsson-Lindell, who until now has been responsible for MTG Satellite Service, leaves the company at the end of the year.

New Vice President of Finance and Commercial Affairs of TV3 Broadcasting

Erik Lindberg is new Vice President of Finance and Commercial Affairs of TV3:s parent company in London. Erik Lindberg has previously worked for Apple as Operations Manager in the Nordic region and in Northern Europe.

New Executive Vice President of TV Shop Europe

Staffan Samuelson has been appointed new Executive Vice President of TV Shop Europe in Malmö. Samuelson was formerly controller of the MTG group.

New Business Controller of the Business Area Media Services

Henrik Sundewall has been appointed new Business Controller of Media Services. Sundewall previously worked for ICL Sorbus, which is a part of the Fujitsu-group.

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

Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50

Matthew Hooper, Investor & Press Relations tel: +44 20 7321 5010

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).

MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

www.mtg.se