



PRESS RELEASE

May 12, 2000

THE GOLF CHANNEL AND VIASAT SPORT TO INITIATE COOPERATION

The Golf Channel and Viasat Sport are entering into a cooperation agreement. Viasat Sport will take charge of a portion of The Golf Channel's broadcasting rights to the Ladies' and Men's USA-tour. Broadcasting will begin effective May 13, and after that, tournaments from the US will be aired nearly every weekend.

"We are pleased to be able to offer our viewers world-class golf from the US, says Hans Holger Albrecht, President and CEO Viasat Broadcasting.

"Viewers' interest in golf is growing constantly and we welcome all golfers who want to be able to follow Jesper Parnevik, Annika Sörenstam, Catrin Nilsmark and all the other Swedish world stars on the USA tours."

At the same time, Svenska Golfförbundet Affärsutveckling AB, which owns Golfkanalen AB and Viasat Sport, will cooperate with regard to subscriptions to Viasat Sport. Members in Swedish golf clubs will be offered a discount on subscription fees as well as other benefits.

"I am very pleased that we succeeded in reaching this agreement, says Per Adler, Marketing Manager for Svenska Golfförbundet Affärsutveckling AB. This means that Swedish golf enthusiasts will be offered the opportunity to continue to enjoy world-class golf with Swedish players in America."

Viasat Sport has been transmitting golf nearly every weekend since it launched on March 1st 1999. Besides golf the schedule for Viasat Sport contains both international and local events, including football, motor and horse-racing events.

For further information, please contact Hans Holger Albrecht, President and CEO Viasat Broadcasting, tel +44-1895 433 433.

Modern Times Group MTG AB is listed on the OM Stockholm Exchange's O list (symbol: MTG) and on the Nasdaq National Market in New York (symbol: MTGNY).

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