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MTG LAUNCHES NEW SCANDINAVIAN PAY-TV CHANNEL PACKAGES

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it is restructuring the Viasat DTH satellite pay-TV offerings in Scandinavia, in order to provide greater flexibility and choice for subscribers in customizing their pay-TV packages. The move reflects MTG's commitment to providing maximum flexibility in the multi-channel viewing environment. Viewers will now have more than 20 different options of how they structure their pay-TV channel packages.

Viasat's flexible packaging will be introduced in Sweden on 4 October, in Norway on 15 October and in Denmark on 1 November, which will replace the old package structure. The packaging comprises a core of public service channels and leading commercial channels in each country, which is then combined with a range of thematic and premium channel packages. Subscribers will be able to choose between three thematic packages of broad entertainment channels, leading international documentary and news channels, and children's and music channels, as well as a premium movie package and a premium sports package. The number of channels offered on the Viasat platform will remain the same for the time being, with over 20 of the channels on the platform being Viasat-branded movie, sport, documentary, and broad entertainment channels.

The pricing of the packages will now range from a minimum of NOK 119, SEK 129 and DKK 149 per month, to a maximum of NOK 319, SEK 319 and DKK 319 per month. The Viasat Golf channel, Viasat+ (PVR) and Viasat Multiroom will continue to be available as additional services for additional fees. Existing subscribers will continue to receive at least the same number of channels they have received to date, until the end of their current contract period, and may choose to upgrade their subscription with additional packages. Viasat also makes its individual or packaged channel content available via the internet, as well as third party cable, terrestrial, broadband and mobile networks.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This new structure will provide greater flexibility for our existing customers, as well as a clearly segmented offering to attract new subscribers from rival platforms. The objective is to provide viewers with even greater choice in what they watch, how they watch and when they watch. It is also expected to facilitate the upselling of subscribers into our unrivalled premium content packages and, therefore, to drive an ongoing increase in the average spend per household on pay-TV

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services. We will continue to add new channels to the platform and develop new value added services for customers, in order to further enhance the multi-channel viewing experience”.

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Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-to-air and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Russia, Hungary, Slovenia and the Balkans. Viasat channels are broadcast in a total of 24 countries and reach 100 million people. MTG is also the biggest shareholder in Russia's largest independent television network (CTC Media - NASDAQ: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.

Modern Times Group MTG AB class A and B shares are listed on the OMX Nordic Exchange Large Cap market ('MTGA' and 'MTGB').