

News Release
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PREMIERE AND NETHOLD MANAGERS JOIN MTG

Another two internationally renowned television profiles have been engaged by Modern Times Group, MTG. Florian A. Bollen, who has been recruited from the German television company Premiere, is to take up the post of Head of MTG Acquisition, an operation set up to co-ordinate programme acquisitions for 11 channels in 6 countries. Jonathan Shier, with a background as Chief Executive of Nethold's central and eastern European operations, has been appointed Commercial Director at TV3, with responsibility for the channel's combined sales and marketing activities. Both the new appointments will be based in London, where they will be charged with further strengthening MTG's position, making use of the economies of scale opened up by the group's access to a large number of media windows in Scandinavia and the Baltic states.

By co-ordinating programme acquisitions in the newly established subsidiary MTG Acquisition programme acquisition costs can be optimised. Similarly, co-ordinating the sales and marketing functions within TV3 makes it possible to offer market-unique solutions which are of considerable benefit to the customer.

"By increasing co-ordination and getting the most out of our strong market position we are able to gain advantages which no other actor in the region has within reach", says Pelle Törnberg, Chief Executive Officer at MTG.

Florian A. Bollen was formerly Vice President and Deputy General Manager of CLT-UFA International, where he was responsible for international acquisitions and co-productions. He is joining MTG from the German company Premiere Medien where he was Head of Feature Programming, with responsibility for acquisitions of Pay-TV and Pay-Per-View programmes. At MTG Bollen is to take up the position of Vice President and Head of MTG Acquisition.

Jonathan Shier is one of the most experienced people in the European media industry. He has previously worked as Director of Sales and Marketing at Thames Television, then Britain's largest commercial television company, where he was subsequently appointed Deputy Managing Director. Prior to that he was Director for Sales and Marketing at Scottish Television. Shier is joining TV3 from Nethold, where he was Chief Executive for central and eastern Europe with responsibility for satellite, cable and Pay TV. Jonathan Shier has been appointed as Commercial Director of TV3, with responsibility for Sales and Marketing.

"Recruiting Bollen and Shier represents a further step in MTG's increased internationalisation. These two new appointments are experienced and respected names in the international TV industry, and will be major assets to MTG", concludes Törnberg.

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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).

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