



FOR IMMEDIATE RELEASE

8 November 2007

## NEW SENIOR MANAGEMENT APPOINTMENTS

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced a number of new senior management appointments and the reorganization of its Central & Eastern European operations. Manfred Aronsson has been appointed as CEO of MTG Sweden and Anders Nilsson as Co-Chief Operating Officer of MTG. Ulrik Bengtsson has been appointed as CEO of Pay-TV Emerging Markets, and Laurence Miall-d'Aout as CEO of Free-TV Emerging Markets.**

Manfred Aronsson will be responsible for Free & Pay-TV and Radio in Sweden, as well as Free-TV and Radio in the Baltic Region. He is returning to MTG after 12 years with SBS, where he started as head of sales for Kanal 5 in Sweden and resigned in June as Chairman of Kanal 5 and Canal Plus after SBS's merger with ProSieben. He will assume his position within MTG from 1 January 2008. Manfred began his broadcasting career within MTG's trainee program in 1993 and was head of marketing of TV3 when he left in 1995.

Anders Nilsson, currently CEO of MTG Sweden, will become Co-COO of MTG. Anders will also be CEO of MTG's Online business area, which includes internet retailer CDON and MTG New Media. Andrew Barron, currently COO of MTG, will become Co-COO, responsible for strategic planning and corporate development, and continues as Head of Viasat Broadcasting's Pay-TV operation.

Ulrik Bengtsson, currently CEO of Viasat in Sweden, will become CEO of Pay-TV Emerging Markets, which comprises the Viasat DTH satellite platform in the Baltics and the recently announced Viasat Ukraine joint venture to launch the first digital premium DTH satellite pay-TV platform in Ukraine. Ulrik will also be responsible for the mini-pay business, which has grown to eight channels in 20 countries that has attracted more than 25 million subscriptions since its launch in 2003.

Laurence Miall-d'Aout, currently head of Pay-TV Eastern Europe, will become CEO of Free-TV Emerging Markets, which comprises the Viasat3 and soon to be launched TV6 channels in Hungary, TV3 in Slovenia, and the Group's 50% interest in, and management control of, BMGL's Diema family of channels in Bulgaria.

Russian television network, DTV, will report directly to Hans-Holger Albrecht, President & CEO of MTG, whilst Jørgen Madsen, CEO of MTG Denmark, will oversee the Group's interest in Czech TV network TV Prima.

Current CEO of MTG's Central and East European operations, Yggers Mortensen, is to leave his position at the end of the year after 13 years with MTG.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We are delighted to welcome Manfred back to MTG to build on his outstanding track record over the last 15 years. Anders has worked for MTG in a wide range of roles since 1991. This experience will be invaluable in his new position, which is not only focused on developing our existing online businesses but also on new ventures and acquisitions. The appointment of two COOs and the creation of two new senior management positions for the emerging markets demonstrates the rapid development of our business, and our position as the second largest broadcaster in Europe by geographical footprint. We are committed to continuing this fast development in both existing and new markets, and have made these changes precisely to facilitate such ongoing growth."

"We would also like to thank Yggers Mortensen for his outstanding dedication and considerable contribution to MTG's success. As CEO of our Central and East European business, Yggers has been instrumental in establishing our presence across 20 countries in the region, and his energy and enthusiasm have been key to what we have been able to achieve."

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**For further information, please visit [www.mtg.se](http://www.mtg.se), email [investor.relations@mtg.se](mailto:investor.relations@mtg.se), or contact:**

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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').*

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 8 November, 2007.