



FOR IMMEDIATE RELEASE

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## **MTG APPOINTS IRINA GOFMAN AS CEO OF MTG RUSSIA & CIS**

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Irina Gofman has been appointed as CEO of MTG Russia & CIS and as a member of the Group's Executive Management Team.**

Irina was CEO of Rambler Media Group, one of the leading Russian internet media and services groups between 2004 and 2007. During her time at Rambler Media, Irina led the company's successful IPO and listing on the London Stock Exchange's Alternative Investment Market (AIM). Irina previously worked for MTG between 2002 and 2004 as Chief Operating Officer of the Russian TV network DTV, where she was also instrumental in the launch of Viasat Broadcasting's wholesale pay-TV business in Russia, which today comprises Viasat's TV1000 East, Viasat History, Viasat Explorer, TV1000 Russian Kino and Viasat Sport East channels. Irina has most recently served as Managing Partner (Media) at ESN Group, a direct investment and management company.

As CEO of MTG Russia & CIS, Irina will be responsible for the Group's free-TV and pay-TV activities in the region.

MTG's free-TV business in Russia comprises MTG's 39.5% ownership of CTC Media, which is the leading independent TV broadcaster in Russia. Irina will replace Mia Brunell Livfors as a non-executive Director of CTC Media, Inc. which owns and operates the CTC, Domashny and DTV television networks and is listed on the NASDAQ stock exchange.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We welcome Irina back to MTG and are delighted that she is rejoining the Group. Her successful track record and wide industry experience are valuable assets, and we look forward to working together to develop our businesses in Russia and across the CIS."

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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-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Hungary, Slovenia and the Balkans. MTG's TV assets are broadcast in a total of 24 countries and reach over 100 million people. MTG is also the major 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 10 July 2008.