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VIASAT TO LAUNCH TV1000 RUSSIAN KINO IN THE UNITED STATES WITH DISH NETWORK®

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment-broadcasting group, today announced the launch of Viasat's TV1000 Russian Kino premium movie channel for the Russian speaking population of the United States. The movie channel will initially be available through DISH Network® (NASDAQ: DISH), the nation's third largest pay-TV provider with 13.79 million subscribers.

The Russian language speaking population in the US comprises between five and seven million people. TV1000 Russian Kino is included in DISH Network's Russian Mega Pack, which offers five Russian language channels. The channel is also available as an A La Carte option.

TV1000 Russian Kino – broadcast 24 hours per day, seven days a week – provides viewers with original Russian movies, ranging from classic titles such as cult Soviet film “The Adventures of “Elektronik” to more recent blockbusters including: Valery Todorovsky's latest film “Tiski”, romantic thriller “Kacheli” starring Mariya Mironova and Andrei Merzlikin, and hit action adventure “Shadow Boxing”.

TV1000 Russian Kino was launched in the Baltics, Russia and the CIS in October 2005, and is currently available in Russia, Belarus, Moldova, Ukraine, Georgia, Kazakhstan, Estonia, Latvia and Lithuania. TV1000 Russian Kino is part of MTG's wholesale channel offering, which has attracted more than 33 million subscriptions on third party cable and satellite networks in 20 central and east European countries.

TV1000 was initially launched in Sweden, Norway and Denmark in 1989 and the brand has since been successfully exported, with a local version launched in Eastern Europe in 2003. The Balkans has had its own TV1000 channel since 2005, and TV1000 has been broadcast in Poland since 2007. Viasat also operates six thematic TV1000 channels in the Nordic region and a HD version of TV1000 was launched in the Nordic countries in January 2008. New channel TV1000 Premium was launched in the Baltics and TV1000 Action East in the Baltics, Russia and the CIS in 2008.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The launch of our Russian premium pay-TV channel in the United States is a natural next step in the development of our wholesale channel offering. The inclusion of the channel in the offering of one of the largest pay-TV providers in the U.S. demonstrates the quality and potential of our channel portfolio. This combination of high quality Russian-produced premium content, which has proven so

successful across Central and Eastern Europe, is unique and we are confident that it will prove as appealing to Russian speaking viewers in the United States.”

Eric Sahl, Senior Vice President of Programming for DISH Network, said: “DISH Network is thrilled to add Russian Kino to our fantastic line-up of Russian programming. The premium movie channel truly rounds out the great variety offered with DISH Network’s Russian offerings – the most diverse Russian channel line-up in the country.”

For further information, please visit www.mtg.se, or contact:

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About Modern Times Group MTG AB

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 broadcaster (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').

About DISH Network Corporation

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP® 722 HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

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