



FOR IMMEDIATE RELEASE

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VIASAT ACQUIRES NHL BROADCASTING RIGHTS FROM ESPN

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has signed an agreement to acquire the live broadcasting rights to the National Hockey League (NHL) in Sweden, Norway, Finland and Denmark. MTG's coverage of the NHL will start in October 2009 with the beginning of the 2009-2010 season. The NHL's rights are syndicated by sports media company, ESPN, in the Nordic region and the rest of Europe.

NHL games will be broadcast on Sweden's only dedicated ice hockey channel, Viasat Hockey, a new Swedish TV channel, launching this September; on Viasat Sport in Norway; and on Viasat channels in Finland and Denmark. The agreement with ESPN and the NHL includes five exclusive NHL matches every week during the regular season between October and April, news and highlights from all NHL matches, and co-exclusive rights with ESPN America to all of the Stanley Cup Playoff games between April and June. In addition to Viasat Hockey, NHL games will also appear on other Viasat channels in Sweden. The agreement also provides live online streaming rights to all NHL matches for Viasat OnDemand in conjunction with ESPN360, ESPN's broadband service.

The first matches of the 2009/10 NHL season, the NHL Premier Games, will be played on October 2nd & 3rd in Stockholm at the Globe Arena and in Helsinki, Finland at the Hartwall Arena. The 2009 NHL Premier Games in Stockholm, will see 2008 Stanley Cup Champions and 2009 runners-up Detroit Red Wings take on the St. Louis Blues. These games will be broadcast on Viasat channel, TV6, in Sweden. The NHL features the leading ice hockey players from all over the world, including some 50 Swedish and 40 Finnish players, a number of whom play for both the Red Wings and the Blues.

Viasat has already secured a wide range of exclusive ice hockey broadcasting rights including the annual IIHF World Championship, the KHL, Sweden's HockeyAllsvenskan league and the Norwegian Get league.

Hans-Holger Albrecht, President & CEO of MTG, commented: "The NHL is the premier professional hockey league in the world and is extremely popular in the Nordic countries. This acquisition reflects our commitment to provide the very best in both local and international sports content to our viewers, and clearly positions Viasat as the number one broadcaster of ice hockey, with an exciting and diverse portfolio of on and off-line rights."

For further information, please visit www.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 free-TV channels in the Czech Republic, Hungary, Slovenia Bulgaria, Macedonia and Ghana. MTG's TV assets are broadcast in a total of 29 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 Nasdaq OMX Stockholm's 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 16 July 2009.

About ESPN

Based in Bristol, Conn, ESPN Inc is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of 50 multimedia sports assets. ESPN is 80 percent owned by ABC, Inc, which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

ESPN International has grown to include ownership-in whole or in part- of over 45 television networks outside of the United States, as well as a variety of brand extension businesses, which allow ESPN to reach fans in 200 countries and territories. In the UK, ESPN now includes a portfolio of television and digital brands including ESPN America, ESPN Classic, ESPNcricinfo.com, ESPNscrum.com, ESPNsoccernet.com ESPN360.com and Racing-live.com.

ESPN America has the rights to show NFL, NHL, MLB and NCAA Football and Basketball across Europe, available in 43 countries and ESPN Classic Sport now has five networks (UK, France, Italian, pan-European and Middles Eastern feeds) available in over 40 countries. ESPN360.com – the company's signature broadband service – launched in Europe in January 2008.