



PRESS RELEASE

December 19, 2000

HEIN ESPEN HATTESTAD APPOINTED TO EXECUTIVE MANAGEMENT OF MTG NORWAY

Modern Times Group MTG AB today announced the appointment of Hein Espen Hattestad as Chief Operating Officer, COO, of MTG Norway and president of Viasat Broadcasting Norway. Hattestad will have the overall operating responsibility for the Norwegian entities which includes TV3 Norway, Viasat Norway and WebAd Norway.

Kalle Lisberg will continue as President of MTG Norway, being responsible for strategy, development and new business.

Hein Espen Hattestad (born 1963) is currently President of P4 - Radio Hele Norge ASA – the only nationwide, commercial radio station in Norway. MTG is the biggest shareholder in P4. Hattestad will not take his new position in MTG until his successor has been appointed.

– We are quite happy to offer Hein Espen Hattestad new and even greater challenges within MTG, says Kalle Lisberg. His main tasks will be to head and develop the great possibilities that lies in the transistion to our new digital TV platform.

– I'm impressed by the way Hein Espen has been running P4, turning the radiostation into a digital mediahouse, serving both radio, internet and now as content provider for mobile telephony, says Hans Holger Albrecht, CEO of MTG .

Hein Espen Hattestad was previously international director of the Bates-group in Norway and joined P4 in April 1999.

For further information, visit www.mtg.se, send an e-mail to info@sharedvalue.net, or contact: Hans-Holger Albrecht, President and CEO of MTG, at +46-8-562 000 50, Kalle Lisberg, President of MTG Norway, +47-22990033 or Hein Espen Hattestad, at+47-23000044.

Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).