



FOR IMMEDIATE RELEASE

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**MTG EXTENDS EXCLUSIVE BROADCASTING RIGHTS TO BARCLAYS
PREMIER LEAGUE FOOTBALL IN BULGARIA**

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has extended its exclusive broadcasting rights to England's Barclays Premier League in Bulgaria until the end of the 2012-2013 season. The rights also include extended online coverage and a dedicated Premier League website, which MTG operates in Bulgaria.

MTG broadcasts Premier League matches on its Diema and Diema 2 channels in Bulgaria, and the top matches from the current season have attracted a 15 to 20 per cent commercial audience share amongst male viewers over the age of 15. MTG broadcasts live coverage of 228 matches over the season, as well as weekly shows featuring highlights, profiles, interviews and analysis.

The extension of the Premier League broadcasting rights follows the extension of the broadcasting rights to the UEFA Champions League in Bulgaria and agreements with a number of Hollywood studios, including the renewal of the agreement with NBC Universal International Television Distribution, and new agreements with Disney-ABC-ESPN Television and Paramount Pictures Global.

MTG's Bulgarian TV operations include Nova TV, the country's second largest channel, and the Diema and MM channels. The five channels had a combined 32.4% commercial share of viewing amongst 18 to 49 year olds in the third quarter of 2009.

Hans-Holger Albrecht, President & CEO of MTG, commented: "The increase in our audience share over the past year clearly demonstrates the popularity of the programming on our channels. The extension of the Barclays Premier League rights and the signing of the Hollywood studio deals will further strengthen our schedules, and ensure that we can continue to offer viewers the very best in high quality entertainment."

Premier League Chief Executive, Richard Scudamore, added: "We are extremely pleased to have sold our broadcast rights to MTG and are entirely confident that they will continue to provide excellent coverage of the Barclays Premier League to our many fans in Bulgaria."

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 30 countries and have 125 million viewers. 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 7 December 2009.