



FOR IMMEDIATE RELEASE

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EXECUTIVE MANAGEMENT APPOINTMENTS

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced the appointment of Laurence Miall-d'Aout as Chief of Staff for MTG's Free-TV operations, and the appointment of Martin Lewerth in the newly created role of Chief of Staff for the Group's Pay-TV operations.

Laurence Miall-d'Aout has worked at MTG since 2002 and has been CEO of the Group's Free-TV Emerging Markets business since January 2008. After originally joining MTG as executive assistant to the President, Laurence was responsible for the launch of Viasat Broadcasting's pay-TV operations in Eastern Europe in 2003, and then became Head of the new business segment that also included the satellite pay-TV platform in the Baltics. Laurence replaces Alexander Holland, who is leaving the company to pursue other opportunities.

Martin Lewerth joined MTG in 2001 and has been the Group's Chief Technology Officer since 2007. Martin was previously Viasat's CTO between 2005 and 2007, and originally joined MTG as the CEO of Viasat Satellite Services.

Laurence and Martin will oversee the development of the Group's free-TV and pay-TV operations respectively, both across the Nordic and the Emerging Market regions.

Hans-Holger Albrecht, President & CEO of MTG, commented: "These appointments reflect the changing nature and increasing scale of our business, and the need for strong central management functions to implement the long-term strategy for the development of our free-TV and pay-TV businesses. Laurence and Martin joined us at the beginning of the new millennium and their new roles and responsibilities are key to our plans for the future growth of the Group's operations. I would also like to thank Alexander Holland for his contribution to the Group's success during his time at MTG."

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Modern Times Group is a leading international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the leading free-TV and pay-TV operator in Scandinavia and the Baltics, and has broadcasting operations in Bulgaria, Czech Republic, Hungary, Slovenia, Russia, Ukraine and Ghana. Viasat's free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 31 countries. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media – Nasdaq: CTCM), and the number one commercial radio operator and internet retailer of entertainment products in the Nordic region.

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 Markets Act. This information was released for publication at 08.00 CET on 8 March 2010.