



FOR IMMEDIATE RELEASE

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MTG LAUNCHES NEW PAY-TV CHANNEL IN BULGARIA

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it will launch a new localised premium sports pay-TV channel in Bulgaria on 30 April. Nova Sport will feature premium sports content including English Barclays Premier League and UEFA Champions League football, IAAF Diamond League athletics, and 2010 IIHF World Championship ice-hockey.

Nova Sport will be broadcast daily between midday and 01.00 a.m. MTG's Bulgarian sports rights portfolio includes the exclusive broadcasting rights to the English Barclays Premier League, the non-exclusive rights to the UEFA Champions League, the exclusive broadcasting rights to the English FA Cup, as well as the home matches of the England and England Under 21 national teams, the English FA Community Shield, the German DFB Pokal Cup and the home matches of the German national football team. MTG Bulgaria also has exclusive rights to content from the new FA Premier League Channel, Speedway Grand Prix and the KHL Kontinental Ice Hockey League.

Nova Sport is the fourteenth localised sports channel to be launched by MTG and will replace current free-TV channel MM in third party satellite, cable and IPTV networks. Nova Sport will therefore be available to more than 60% of Bulgarian TV households from launch.

MTG's pay-TV channel offering in Bulgaria already comprises the TV1000 Balkan, Viasat History and Viasat Explorer channels, and the Viasat Nature channel will also be introduced from 5 May 2010. MTG's Bulgarian free-TV offering consists of four free-TV channels – Nova TV, Diema, Diema 2 and Diema Family, which had a combined commercial share of viewing of 29.3% in the 18 to 49 year old target group in the first quarter of 2010.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The further enhancement of our pay-TV channel offering in Bulgaria with the launch of Nova Sport reflects our commitment to provide the very best in premium content to subscribers. It also indicates our strategic objective to develop our pay-TV offering alongside our free-TV business, in order to create the leading broadcast media house in one of Europe's most exciting TV markets. Our free-TV channels in Bulgaria are already firmly established as the primary commercial challenger to the incumbent with growing audience and advertising market shares."

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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 Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 29 April 2010.