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## **MTG to launch Viasat History HD and Viasat Nature HD in Central & Eastern Europe**

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat Broadcasting will launch two international high definition channels – Viasat History HD and Viasat Nature HD – on 4 May in 22 countries in Central & Eastern Europe.**

Both channels will be high definition versions of the thematic documentary channels already available in 29 countries across Central, Eastern and Northern Europe, as well as Africa. The content on Viasat History HD and Viasat Nature HD will comprise high definition versions of the programmes currently broadcast on the Viasat History and Viasat Nature channels.

Viasat History is MTG's first international channel, and was the first pay-TV brand to be promoted outside of the home Nordic territories by the Group when it was launched in May 2004 in eight countries in Central and Eastern Europe. Viasat Nature was initially launched in 1998 in the Nordic region under the brand TV6 Nature World, and was rebranded under its current name in 2002.

Viasat Nature East was launched in May 2010 in 25 countries in Central & Eastern Europe and is broadcast 24 hours a day. In February 2011, the distribution of the channel was extended beyond Europe into Africa, together with Viasat History, Viasat Explorer and Viasat Crime, and the channel is now made available to satellite pay-TV subscribers in Nigeria as well as cable-TV subscribers in Kenya.

Viasat History is an entertaining documentary channel which features a mix of ancient and modern history, biopics and popular culture presented in a broad variety of formats ranging from award-winning documentaries to captivating historical dramas. Viasat Nature offers viewers a wide range of high-quality, award-winning and entertaining nature documentaries. The channel follows vets, wildlife experts and celebrities on fascinating journeys, and allows viewers to encounter dangerous predators, wild animals and pets from around the world.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of our first two international HD channels is an important step in the ongoing development of our pay-TV offering in the Emerging Markets. It clearly demonstrates our ability to export tried and tested concepts to new territories, further strengthening our portfolio of brands, which is already well recognised and appreciated for its extensive range of high quality content."

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*Modern Times Group is an international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting operates 28 free-TV channels in 11 countries and 38 pay-tv channels in 32 countries. The pay-tv channels are distributed on Viasat's own satellite platforms in 9 countries, as well as on third party broadcast networks (including cable, satellite and IPTV) and over the open internet. These free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 33 countries. MTG is also the largest shareholder in Russia's leading independent television broadcaster (CTC Media – Nasdaq: CTCM).*

*Modern Times Group is a growth company and generated SEK 13.1 billion of sales and SEK 2.4 billion of operating income in 2010. MTG's Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index under the symbols '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 2011.*