



FOR IMMEDIATE RELEASE



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MTG launches new pre-paid satellite pay-TV service in Ukraine

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has launched 'UA.TV', a new pre-paid satellite pay-TV service in Ukraine. UA.TV is now being sold on a monthly pre-paid basis and is available alongside MTG's Viasat Ukraine satellite pay-TV platform, which was launched in 2008. The new service complements Viasat Ukraine's existing premium satellite pay-TV subscription service and will further extend the reach of the Group's channels and services.

UA.TV will provide a basic channel package of 58 popular national and international free-TV and pay-TV channels to customers who purchase a satellite dish and receiver. The package includes Viasat's own TV1000 Russian Kino, Viasat Nature and Viasat Explorer channels, as well as third party channels such as Discovery, children's channel Detskiy, and national free-TV channels Pershy Natsionalny, 1+1, Ukraine, STB and ICTV.

Subscriptions to the package will be sold for a pre-paid fee of UAH 39 (approximately EUR 3.70 based on current exchange rates) per 30 day period. UA.TV will also offer two larger channel packages for higher fees but also on a pre-paid basis.

Jørgen Madsen, President and CEO of MTG, commented: "The launch of UA.TV is the next step in the development of our pay-TV business in Ukraine. The addition of a new, separate, pre-paid mass market entry level pay-TV brand is intended to make our services available to even more of the 19 million TV households in the country, as the service is easily accessible to people who choose not to have one of our more comprehensive subscription services."

We have seen healthy growth on our satellite platform and this new service will make use of the same technical, sales and customer support infrastructure, to enable our channel offering and services to reach a wider segment of Ukrainian viewers."

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Modern Times Group (MTG) is an international entertainment broadcasting group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses. MTG's Viasat Broadcasting operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet. MTG is also the largest shareholder in CTC Media, which is Russia's leading independent television broadcaster.

Modern Times Group is a growth company and generated record net sales of SEK 13.5 billion in 2011. 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 25 September 2012.