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REALITY TV FORMATS CONTINUE GLOBAL EXPANSION

Modern Times Group MTG AB, the international media group, today announced that the Trading Places reality TV format created by STRIX Television will be aired on Canadian network television this Fall. The 'Life Network', which reaches 5.4 million homes each week, will air a run of thirteen episodes of the show. The show has been produced for Canadian television by Partners in Motion under a licence agreement with STRIX. The format has previously been produced and broadcast in Sweden and Belgium.

STRIX Television has also sold an option to Colombia-based TV production house, Teleset, to produce and broadcast another of its successful Reality TV formats, 'The Bar', in Panama, Peru and Ecuador. 'The Bar' has been enormously successful in both Central and South America, and existing options for the production of the show for Colombian and Venezuelan television were extended during MIPCOM in Cannes last week. The format, which features a 12 week competition to avoid being voted out by viewers and daily TV and internet coverage, has to date been aired in 12 different countries and been licensed or optioned in 27 countries, including Mexico, Chile, Argentina, Uruguay and Brazil.

Hans-Holger Albrecht, President and CEO of MTG commented: "STRIX's formats continue to expand internationally as TV executives around the world realise the full potential of reality TV. Not only do the series pull in record numbers of viewers but they appeal to the youth segment that is so sought after by advertisers. STRIX continues to be at the forefront of pioneering new formats and the existing portfolio of 12 formats have now been optioned or licenced to 37 countries around the world."

For further information, please visit www.mtg.se, email info@mtg.se, or contact:

Hans-Holger Albrecht, President & CEO
Investor & Press Relations

tel: +46 (0) 8 562 000 50
tel: +44 (0) 20 7321 5010

Modern Times Group, MTG AB has six business areas: Viasat Broadcasting (Free-to-air and pay-TV channels in nine countries, and the new media businesses - teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and rights library).

Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB) and ADRs are listed on the NASDAQ National Market (symbol: MTGNY).