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MTG SECURES RIGHTS TO CHAMPION'S LEAGUE FOOTBALL

Modern Times Group MTG AB, the international media group, today announced that it has prolonged its exclusive broadcasting rights for the UEFA Champion's League in Sweden, Norway and Denmark. The rights run until Spring 2006. Matches will be aired on the Viasat 'free-to-air' and 'pay-TV' platforms and will fully exploit the Viasat channels' unique penetration in Scandinavia.

The football matches will be broadcast on Viasat's TV3, 3+ and Viasat Sport channels, whilst the Viasat digital 'pay-TV' platform will feature live coverage of every match, player profiles and interviews. The range of Viasat interactive TV features includes Viasat's now famous 'Goal Show' format, which enables viewers to watch every goal scored no matter which match they are watching.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The Viasat platform provides unique audience penetration and marketing exposure across the three Scandinavian markets and the Champion's League is Europe's premier club football championship. We have enjoyed a successful partnership with the Championship since its launch and are delighted to extend our agreement for the next three championships. The current tournament has already delivered record share of viewing figures for Viasat and continues to prove the enormous popularity of the highest quality sports content."

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Modern Times Group is a leading vertically integrated media group with broadcasting, production, publishing and media services businesses, operating in more than 30 countries around the world. MTG is the largest Free-TV operator in the Nordic & Baltic region, the 3rd largest DTH Pay-TV operator in Europe, and has Free-TV operations in Russia and Hungary. MTG is the largest commercial radio broadcaster in Northern Europe, the global market leader in DVD subtitling and dubbing, and a leading international Reality-TV production house.

MTG's 'A' and 'B' shares are traded on the Stockholmsbörsen 'O-list' and its ADRs are listed on Nasdaq.

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