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‘THE BAR’ SOLD TO ROMANIA

Modern Times Group MTG AB, the international media group, today announced that Strix television has sold an option to Romania-based production house, Creative Vision International, to produce and broadcast its successful Reality TV format ‘The Bar’ in Romania.

‘The Bar’ format features six men and six women living and working together as they are closely monitored while running a real bar. 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 29 countries, including Russia, Hungary, and Poland in Eastern Europe. This latest development follows recent success in Poland where ‘The Bar’, on its second season, is doing extremely well in the 16-34 yrs segment, and is particularly popular among women.

Another of Strix’s formats, ‘Fame Factory’, is currently out-ranking the established format ‘Popstars’ in its first season in Sweden, and has just been signed by TV3 in Norway. To date, ‘Fame Factory’ has been watched on average by twice as many viewers as its rival in Sweden.

Hans-Holger Albrecht, President and CEO of MTG commented: “STRIX’s 12 formats continue to expand internationally, and have now been optioned or licenced to 39 countries around the world. The series are gaining global recognition because of their appeal to the youth segment so sought after by advertisers”.

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

Hans-Holger Albrecht, President & CEO

tel: +46 (0) 8 562 000 50

Investor & Press Enquiries

tel: +44 (0) 20 7321 5010

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.

MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

www.mtg.se