



FOR IMMEDIATE RELEASE

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VIASAT LAUNCHES TWO NEW SPORTS TV CHANNELS

Modern Times Group MTG AB, the international media group, today announced that Viasat Broadcasting will launch two new sports channels on 1 February 2004, and rebrand its existing Viasat Sport Channel. Viasat will broadcast three dedicated sports channels – Viasat Sport 1, 2 and 3, which will broaden the choice for viewers and offer enhanced viewing access to Viasat’s extensive portfolio of sports rights.

Viasat has Scandinavia’s most comprehensive portfolio of sports rights – ranging from the Ice Hockey World Championships, the UEFA Champions League, the NFL, the World Cup in Ice Hockey and Handball, and the Wimbledon and US Open grand slam tennis championships, to comprehensive coverage of European Basketball, NASCAR motor racing, the Swedish Football Premier League, the English League Cup, and Golf’s World Golf Championship, Ryder Cup, British Open, US Open and European and American PGA tours.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The introduction of these new sports channels will firmly establish Viasat as the leading sports broadcaster in Scandinavia. The channels will make our sports content widely available on the Viasat platform and increase Viasat’s coverage of both local and international sports events”.

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MTG is an international media group with operations in more than 30 countries around the world and principal broadcasting businesses in Scandinavia, the Baltic States, Hungary and Russia. MTG is the largest Free-to-air and Pay-TV operator in the Nordic and Baltic regions and the largest commercial radio operator in Northern Europe. MTG's Viasat channels reach over 50 million people in 14 countries every day and MTG Radio's stations reach 2.7 million daily listeners. The Viasat Broadcasting DTH satellite TV platform offers digital multichannel TV packages of 48 own-produced and third party entertainment channels. MTG is a leading European direct response TV network operator, broadcasting home shopping channels into 100 million homes in 52 countries, as well as one of the world's leading originators and producers of Reality TV formats and a global provider of subtitling and dubbing services to the entertainment industry.

Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB).

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