



FOR IMMEDIATE RELEASE

16 April 2004

NEW EXECUTIVE VICE PRESIDENT

Modern Times Group MTG AB, the international media group, today announced that Hasse Breitholtz has been appointed as Executive Vice President. He replaces Kinna Bellander, who is leaving MTG in order to pursue other interests. Mr. Breitholtz will assume all of Kinna Bellander's responsibilities, including group strategic development and day-to-day management of the Modern Studios business area. He has also been appointed as Chairman of TV3 and ZTV in Sweden.

Hasse Breitholtz has extensive experience in the entertainment industry, having served as Marketing Director for EMI in Sweden and for the Swedish 'Sonet Grammofon' music label. He also set up and managed the Swedish subsidiary of BMG (Bertelsmann Music Group). He was promoted to President of BMG's Nordic operations and then became Chairman of BMG's operations in the UK and Ireland. Hasse left BMG in 2003 to join Jambarine, a provider of music messaging applications and digital downloads.

Kinna Bellander has worked for MTG since 1991 and has combined her most recent role as Executive Vice President with her responsibility for the 'Modern Studios' business area, which comprises MTG's content production, sales and distribution businesses. She has successfully orchestrated a number of major events in recent years, including the Millennium celebrations in Stockholm as well as the inaugural 'Glocal Forum' conference and 'Time for Life' concert in Rome in 2002.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Hasse has established a successful career in the European media industry and I am delighted to welcome him on board. MTG is Northern Europe's leading broadcasting company and Hasse will help us to develop our existing businesses as well as to explore new opportunities.

"It has been a great pleasure working with Kinna over the years and she has been a key part of MTG's successful development and expansion. I would like to thank her for her significant contribution to the group and we wish her every success in the future."

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

Henrik Persson, Investor & Press Enquiries

tel: +44 (0) 20 7321 5010

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

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 multi-channel TV packages of 50 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).