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VIASAT LAUNCHES NEW SPORTS CHANNEL IN SCANDINAVIA

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that Viasat Broadcasting will launch a new sports channel on Sunday 24 April. 'Viasat Sport 24' will be broadcast 24 hours a day and will be available at no extra cost to all Viasat satellite DTH 'Gold' package subscribers in Sweden, Denmark, Norway and Finland.

Viasat Sport 24 will broadcast up to 3,000 hours of live sports coverage a year, including the live sports events aired on Viasat's other free-to-air and pay-TV channels in Scandinavia. The channel will broadcast multiple events simultaneously, using up to four windows in one screen, and will also carry on-screen tickers with the latest sports news, results, scores and betting odds. In addition, the new channel will carry daily acquired and own-produced 'Poker' gaming programmes, including live coverage of games. Poker has already proven to be massively popular amongst viewers and Viasat Sport 24 will provide a forum for news, commentary and information about the game.

BET24 will be one of the fixed odds providers to the new channel, which will also provide interactive features designed for the betting and gaming community. MTG recently increased its shareholding in online betting and gaming company BET24 from 19.9% to 51%.

Viasat has Scandinavia's most comprehensive portfolio of sport rights - ranging from the Ice Hockey World Championship; the UEFA Champions League; the European and US PGA golf tours; the English FA Cup and League Cup; the Coppa Italia; the football premier leagues in Denmark, France and Holland; to selected Danish and Norwegian and all Swedish national team qualification matches for the 2006 football World Cup; all England national football team home games; the Indy Racing League, NASCAR series and Major League Baseball from the US; as well as the Basketball Euroleague and K1 martial arts World Cup.

Viasat Sport 24 is Viasat's fourth dedicated sports channel and will complement premium sports channel Viasat Sport 1, soccer-dedicated Viasat Sport 2, and Viasat Sport 3, which focuses on boxing, martial arts and motorsports.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The introduction of Viasat Sport 24 underlines Viasat's position as the leading sports broadcaster in Scandinavia – your number one in sports entertainment! Viasat Sport 24's split screen coverage of different sports and games provides a new format for broadcasting, and will enable viewers to keep in touch with a wide range of live matches and sports at the same time. This broadcasting concept is

designed for sports fans and will be available around the clock. It will also provide a fantastic forum for those wishing to get the information and prices they need to then place bets on the outcomes of matches or in-game events”.

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

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Modern Times Group is an international entertainment-broadcasting group with operations in more than 30 countries around the world. MTG is the largest Free-to-air and Pay-TV operator in Scandinavia and the Baltics, the largest shareholder in Russia's fourth largest television network, and the number one commercial radio operator in the Nordic region. The Viasat DTH satellite TV platform offers digital multi-channel TV packages of 50 own-produced and third party entertainment channels to viewers in 15 countries across Europe and Viasat TV channels now reach over 60 million people every day.

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