



FOR IMMEDIATE RELEASE

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**MTG ACQUIRES ENGINE - FIFA'S EXCLUSIVE REPRESENTATIVE FOR THE
OFFICIAL MUSIC PROGRAM OF THE 2006 FIFA WORLD CUP**

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that it has acquired 60% of the shares in Engine. Engine is FIFA's exclusive representative of the official music program for the 2006 FIFA World Cup in Germany. As exclusive representative, Engine is responsible for providing FIFA with the unique sonic branding strategy integrated in the official song as well as strategies regarding the official CD and DVD and other media products. In addition, Engine has an exclusive agreement with Universal Music Enterprises, in cooperation with MGA Entertainment, for the production of the 'Bratz Rock Angelz' CD. 'Rock Angelz' is a new line from 'Bratz', which is one of the world's leading toy brands.

Engine is a concept developer, creating unique music and video products for market leading brands and characters.

Engine's involvement in the 2006 FIFA World Cup in Germany includes overseeing the production, recording and choice of artists for the official music program, as well as creating music-related promotion of the official World Cup mascot "Goleo". The company will also produce and distribute mobile and digital content.

In addition, Engine is the partner to Universal Music Enterprises, in cooperation with MGA Entertainment, in developing the latest concept for the worldwide phenomenon 'Bratz'. The 'Bratz' doll line was introduced in 2001 and has since become one of the world's leading toy brands. Engine will be responsible for producing the CDs for the 'Bratz Rock Angelz', which is a music-themed extension of the existing doll lines.

Hans-Holger Albrecht, President and CEO of MTG, commented: "MTG entertains millions of people across the world every day. The FIFA World Cup in football is one of the most watched events and we are delighted to be a shareholder in a company that will be at the centre of developing entertainment content around the FIFA World Cup."

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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

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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'.