



FOR IMMEDIATE RELEASE

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## **VIASAT BROADCASTING TO LAUNCH PREMIUM MOVIE CHANNEL IN RUSSIA**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the launch of the new TV channel - 'TV1000 Russian Kino'. The new premium movie channel will be available to Viasat's premium DTH subscribers in the Baltic region and to subscribers to third party cable operators in Russia, Ukraine and the CIS States, with effect from 1 October 2005.**

TV1000 Russian Kino provides viewers with original Russian movies, ranging from classic titles to more recent blockbusters. The channel will be broadcast 24 hours a day, seven days a week.

Viasat's mini-pay business across Central & Eastern Europe attracted more than 9.2 million subscribers by the end of June and 'TV1000 Russian Kino' will be the fifth channel to be provided by Viasat to subscribers in the region. The mini-pay business currently consists of the 'TV1000 East', 'Viasat Explorer', 'Viasat History' and 'Viasat Sport' channels.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of an additional premium pay-TV channel for the region's Russian language speaking populations is a natural reflection of our growing presence in these markets and the success of our other channels, as well as television viewers' appetite for local entertainment content. The combination of high quality Russian-produced premium content with our effective channel packaging and marketing across Central & Eastern Europe is expected to enhance existing pay-TV offerings and boost the penetration of Viasat's channels even further."

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto: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 19 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'.*

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