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VIASAT LAUNCHES 'VIASAT+'

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the launch of Viasat Broadcasting's 'Viasat+' Personal Video Recorder (PVR) product and service. 'Viasat+' enables viewers to take control of their TV experience by allowing Viasat pay-TV subscribers to easily record, plan and view their favorite entertainment programming. 'Viasat+' is now available in Denmark and will be launched in Sweden and Norway in the coming weeks. The 'Viasat+' offering is available with a Viasat 'Gold' subscription for an additional SEK/NOK/DKK 99 per month. Subscribers will also need to purchase the new set-top box from retailers or direct from Viasat.

The 'Viasat+' set-top box is a satellite receiver and a digital video recorder in one box. The box is integrated with the Electronic Programme Guide (EPG) that enables subscribers to record, plan and view their favorite entertainment programming with a new remote control. Viewers will be able to record up to 60 hours of programming on the box's hard drive, while the box's double tuner permits viewers to watch a recorded programme and, at the same time, record two other programmes. Viewers are also able to pause, or even rewind, live broadcasts or automatically record an entire TV series or genre of programming.

The 'Viasat+' launch provides a platform for further technology developments, including the future availability of Dolby Digital Surround Sound and High Definition Television (HDTV).

Hans-Holger Albrecht, CEO and President of MTG, commented: "The PVR is the most exciting development in television since digitalization and the roll-out of our service in the Nordic region is an important step in our pay-TV strategy. This is the first service of its kind in the territory and will revolutionize TV viewing - enhancing the TV experience for viewers as we bring them the unique opportunity to watch what they want, when they want.

"The launch also further strengthens our position as a leading broadcaster in the Nordic region, providing choice in both content and its distribution on multiple broadcast platforms. Our IPTV broadband TV offering is growing and is now available via ADSL and we are now launching video streaming to 3G mobile phones."

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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'.