



FOR IMMEDIATE RELEASE

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## **VIASAT EXTENDS EXCLUSIVE RIGHTS TO UEFA CHAMPIONS LEAGUE COVERAGE IN THE BALTIC REGION**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that Viasat Broadcasting has extended its exclusive live broadcasting rights to the UEFA Champions League for the Baltic Region until the end of the 2008/2009 season. MTG also announced that Viasat has prolonged its exclusive live broadcasting rights for 112 out of 125 UEFA Champions League matches each season in Finland and Hungary until the end of the 2008 / 2009 season. Viasat's coverage of the competition will also feature highlights and magazine programmes with player profiles, interviews and a host of interactive features.**

This agreement follows Viasat's announcement earlier this year that it had extended its exclusive broadcasting rights to the UEFA Champions League in Sweden, Norway and Denmark until the end of the 2008/2009 season.

The UEFA Champions League matches will be aired on Viasat's free-to-air and pay-TV-channels in the Baltic region, on VIASAT3 in Hungary and on the Viasat Sport pay-TV channels in Finland.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The UEFA Champions League is enormously popular with viewers across our broadcasting territories. The Champions League is Europe's premier club championship and brings together some of the world's most talented players and Europe's most successful teams. Viasat continues to be viewers' number one choice for premium sports content, and we will now have dedicated Viasat Sport channels for each of our territories, featuring a range of the very best in local market and international sports events."

**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*

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*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'.*