



FOR IMMEDIATE RELEASE

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NEW MANAGEMENT APPOINTMENTS

MTG AB, the international entertainment-broadcasting group, today announced the appointment of Hanna Renlund as Managing Director of MTG New Media. MTG simultaneously announced the appointment of Anna Eckerse Svensson as the new Chief Operating Officer of MTG Radio and Caroline Karlsson as the new Managing Director of Viasat TV channel 'ZTV'.

MTG New Media was formed a year ago and comprises all of MTG's online and interactive businesses within the Viasat Broadcasting business area. These include Viasat's online properties, mobile services and teletext operations. MTG has an extensive portfolio of online sites and Viasat itself operates more than 40 web sites. Viasat offers streaming of TV content via the web and mobile phones, as well as teletext services for all of Viasat's TV channels. MTG New Media will provide an integrated sales organization for these ventures that will capitalize on the significant traffic that they generate.

MTG New Media has initially been established in Sweden, with the intention to introduce the same concept and structure in the other Viasat Broadcasting countries, spanning the Nordic countries, the Baltic States and the seventeen Central and East European countries where Viasat has operations.

Jan Steinmann, who launched MTG New Media, will move on to handle other projects within MTG. Hanna Renlund joined MTG in 2002 as a trainee and has served as the Managing Director of corporate publishing company Redaktörerna and, latterly, as COO of MTG Radio. Anna Eckerse Svensson has replaced Hanna as COO of MTG Radio. Anna joined MTG in 2003, also as a trainee, and has worked within TV production house Strix Television since.

Caroline Karlsson has been appointed as the new Managing Director of ZTV. Caroline was recruited as part of MTG's 'Academy of Entrepreneurs' programme and has recently served as a project manager within MTG New Media. ZTV is undergoing a rebranding following the successful launch of new Viasat mass market entertainment channel TV6. ZTV is being refocused as a youth oriented channel.

Hans-Holger Albrecht, President and CEO of MTG, commented: "These new appointments further strengthen and deepen the management talent within the organization and reflect the wide range of opportunities that exist within the Group for dedicated and creative individuals. We have aggregated responsibility for the development of our online properties within a single unit in order to ensure that we maximise the use of these internet assets to make content

as broadly available as possible, and to provide additional media windows and revenue streams.”

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 largest independent 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. Viasat TV channels now reach over 80 million people every day to viewers in 21 countries across Europe

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