



FOR IMMEDIATE RELEASE

December 20, 2006

**MTG EXTENDS AND ACQUIRES GOLF RIGHTS AND
LAUNCHES DEDICATED GOLF CHANNEL**

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that Viasat Broadcasting has extended its exclusive live broadcasting rights for up to 40 European Tour tournaments, in addition to the Ryder Cup, the World Golf Championships and the Seve Trophy, for Sweden, Norway, Denmark and Finland, until the end of 2009. In addition, Viasat has acquired several new golf broadcasting rights. In order to fully accommodate the broad range of golf content, Viasat will launch ‘Viasat Golf’ – a new pay-TV channel which will be available through the Viasat pay-TV package to subscribers via Viasat’s DTH satellite platform, Viasat’s IPTV offerings and to third-party cable networks, on a pan-Nordic basis.

The list of acquired rights includes Scandinavian Masters, European Challenge Tour, European Senior Tour, Australasian Tour and Southern Africa Tour. As previously announced, the broadcasting rights to the American PGA Tour have already been extended. Furthermore, Viasat Broadcasting is in the process of securing the broadcasting rights for three out of the four majors: The British Open, the US PGA Championships and the US Open.

Through Viasat Golf, Viasat will be able to utilize these rights to offer customers more than 1,300 hours of live golf in 2007. Viasat subscribers will be charged a monthly cost of SEK, DKK and NOK 99 respectively to access the new channel. Viasat Golf will feature Swedish, Danish and Norwegian commentators.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The extended and newly acquired exclusive rights will allow us to offer Viasat customers an unrivalled range of golf entertainment. These rights help further strengthen Viasat’s leading position in sports in Scandinavia.”

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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 Large-Cap list of the Nordic Stock Exchange under the symbols 'MTG A' and 'MTG B'.