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VIASAT EXTENDS UEFA CHAMPIONS LEAGUE BROADCASTING RIGHTS

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has prolonged its exclusive live UEFA Champions League football broadcasting rights in Sweden, Norway and Denmark, until the end of the 2011/2012 championship in the Spring of 2012. All of the games from the Champions League will be aired on Viasat's dedicated pay-TV sports channels and free-TV entertainment channels. MTG will also deliver comprehensive coverage via its internet sites and to mobile devices in each country. Viasat already holds the exclusive broadcasting rights to the championship up until the end of the 2008/2009 season and has held the rights since 1993.

The new rights will provide Viasat viewers with more live coverage of UEFA Champions League matches than ever before. As the last qualifying round and the UEFA Super Cup are now included in the rights for the first time, the total number of matches to be broadcast will increase from 125 to 146 from next season.

First choice live games on each match night and highlights of other games will be shown on free-TV channel TV3+ in Denmark. Additional live matches will be broadcast on the channels TV2 Sport, TV2 Sport HD and UEFA Champions League Xtra.

Swedish football fans will be able to watch one live match on a Tuesday, as well as highlights from other Tuesday night games, on free-TV channel TV6. First choice live games on Tuesdays and Wednesdays and highlights of other games will be available on new dedicated football channel Viasat Football with coverage of other games available on UEFA Champions League Xtra.

First choice live games on each match night and highlights of other games will be available on free-TV channel Viasat 4 in Norway. Second choice live games on each match night will be shown on new Norwegian premium sports channel Viasat Sport, with third choice on SportN. Additional games will be shown on UEFA Champions League Xtra and one game per match night on TV2 Sport. TV2 Sport will be made available on Viasat's satellite platform, following the carriage of UEFA Champions League on the channel.

Hans-Holger Albrecht, President and CEO of MTG, commented: “We are delighted to have extended our long-standing and successful partnership with UEFA and TEAM Marketing. The UEFA Champions League is the premium club football championship and has been enormously popular with viewers over a number of years. We can now offer even more matches and even broader coverage on even more channels, as well as making this premium sports content more widely available via the internet and mobile handsets. This is a key right for our sports content offering, and demonstrates the ever increasing strength of our content and channel offering”.

David Taylor, General Secretary of UEFA, added: “MTG is a world class broadcaster with a proven track record of delivering the UEFA Champions League to football fans across Scandinavia. We are therefore very pleased to announce this deal, which will enable UEFA and MTG to continue our successful relationship for a further three seasons. The commitment that MTG has made in Denmark, Norway and Sweden will guarantee that fans in those countries will have the highest quality coverage of the greatest club football competition on the planet”.

For further information, please visit www.mtg.se or contact:

Hans-Holger Albrecht, President & CEO

Tel: +46 (0) 8 562 000 50

Investor & Analyst Enquiries

Matthew Hooper / Oscar Hyléen

Tel: +44 (0) 7768 440 414 / +46 (0) 707 620 024

Email: investor.relations@mtg.se

Press Enquiries

Bert Willborg

Tel: +44 (0) 791 2280 850

Email: bert.willborg@mtg.se

Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Hungary, Slovenia and the Balkans. MTG's TV assets are broadcast in a total of 24 countries and reach over 100 million people. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media - Nasdaq: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.

Modern Times Group MTG AB class A and B shares are listed on the OMX Nordic Exchange Large Cap market ('MTGA' and 'MTGB').

MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

www.mtg.se

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