



NEWS RELEASE

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MTG EXPORTS SWEDISH MANAGEMENT SKILLS TO ASIA

Applied Sales Management in Sweden has been contracted by MediaCorp in Singapore to conduct sales and management training for all MediaCorp's managers over the next 18 months. MediaCorp is Singapore's largest media company.

Applied Sales Management was founded in 1995 and is owned by Modern Times Group MTG AB. The Company specializes in developing and delivering sales and management training programmes in nine languages in 15 countries around the world.

"We provide training, consultancy, support and follow-up services. Our programmes contribute to both the top line sales and income growth of our clients, which include MTG operating companies and other corporations," commented Peter Hagström, President of Applied Sales Management.

Hans-Holger Albrecht, President and CEO of MTG, commented: "It's exciting that Applied Sales Management's successful work for MTG has led to this appointment by MediaCorp in Singapore, one of Asia's leading media companies."

For further information, please visit www.mtg.se, send an e-mail to info@sharedvalue.net or contact:

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Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).