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STRIX 'REALITY TV' FORMAT SOLD TO FRANCE AND GERMANY

Modern Times Group MTG AB, the international media group, today announced that Strix Television has sold options to develop and produce its newest 'reality TV' format in France and Germany. The options have been sold to RTL in Germany and Adventure Line Productions in France. Paramount Domestic Television and Jonathan Goodson Productions have previously bought options to 'The Farm' format for the US market. Strix has now sold eight of its formats to 27 markets around the world.

'The Farm' is now in the final week of its current 10 week run on Swedish commercial TV broadcaster, TV4, and has been performing well. It has already attracted a record breaking audience five times a week and has regularly been attracting more viewers than 'Who wants to be a millionaire', 'Gladiators', and Sweden's leading news programme 'Rapport'.

The format has also been enjoying unparalleled success on Norwegian commercial TV broadcaster, TV2. The final episode of the series set a new record, becoming the first ever entertainment show on the channel to attract more than 1 million viewers.

'The Farm' format involves twelve participants who are faced with the real challenges of living and working on a farm, as it would have been 100 years ago. The program is broadcast five days a week for ten weeks, with one participant voted off each week.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Not only has Strix's new format attracted more viewers than its rivals but it has also scored more highly in the key 15-44 year old viewer group, which is so prized by advertisers. The new viewing figures and option agreements demonstrate the continuing popularity of 'reality TV' formats and Strix has a strong pipeline of new formats."

Strix Television is part of MTG's Modern Studios business area, which also includes the Sonet feature film house and US-based Modern Entertainment, which owns and sells film rights.

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news

and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

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