



FOR IMMEDIATE RELEASE

8 October 2002

VIASAT SECURES COCA-COLA LIGHT SPONSORSHIP OF AMERICA'S CUP FOLLOWING STRONG PERFORMANCE BY VICTORY CHALLENGE

Modern Times Group MTG AB, the international media group, today announced that Viasat has secured a television sponsorship deal with leading international brand 'Coca-Cola light' for Swedish coverage of The America's Cup. Viasat's leading free-TV channel 'TV3', is one of the sponsors of the Victory Challenge syndicate for international match race sailings' most coveted trophy and the world's third most televised sporting event. The TV3 sponsored Victory Challenge entry in the America's Cup has now won three out of its four races in the Louis Vuitton Cup in Auckland, New Zealand, including victory this weekend over the New York Yacht Club's 'Star and Stripes'.

The last America's Cup, in Spring 2000, generated nearly two thousand hours of television coverage and over 50,000 articles. Viasat's free-TV channels have already broadcast eighty hours of TV coverage of the match racing since the event began last week. Viasat has exclusive broadcasting rights of the America's Cup in the Nordic region.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We are delighted by the Victory Challenge's early success in its bid for the America's cup, and that a leading brand like Coca-Cola light has chosen to sponsor Viasat's exclusive coverage of this competition. TV3 alone reaches 17 million viewers in the Nordic region. Both TV3 and Coca-Cola light will benefit from the massive media coverage and exposure created by the most prestigious sailing competition in the world".

Karin Nyberg, Product Manager for Coca-Cola light in Sweden, commented: "Together with TV3 we have created an exciting marketing platform for Coca-Cola light around the Victory Challenge. This sailing event represents all the values that are associated with our brand; having an active and challenging lifestyle, making independent choices, being in control of your destiny and, above all, having fun and enjoying yourself."

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

Hans-Holger Albrecht, President & CEO
Investor & Press Relations

tel: +46 (0) 8 562 000 50
tel: +44 (0) 20 7321 5010

Modern Times Group, MTG AB has six business areas: Viasat Broadcasting (Free-to-air and pay-TV channels in nine countries, and the new media businesses - teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), 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 rights 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 (symbol: MTGNY).