



PRESS RELEASE

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MODERN ENTERTAINMENT ACQUIRES RIGHT TO CROWN FILM LIBRARY

Modern Entertainment has acquired the worldwide distribution right for Crown Film Library, which contains 110 feature films. This is an important addition for Modern Entertainment as an intellectual property rights company within Modern Times Group MTG AB's business area Modern Studios.

The 110 English-language films were produced from the 1960s to the 1990s and include early films of Kevin Costner and Danny DeVito. With the acquired 20-year distribution rights, Modern Entertainment's film library now contains 500 movies.

This is part of the increased investment in rights for movies for the television, video, and DVD markets and in content for the Internet. The acquired Crown Film Library also includes the International DVD rights outside the USA.

Modern Entertainment (previously called MTG Media Properties) is now a wholly-owned MTG company. The operations were successfully moved from New York to Los Angeles and are now closer to the film television and film industry. Subsequent sale of acquired rights increasingly take place on the international market.

Modern Entertainment is part of the Modern Studios business area. This business area also contains other companies that produce various forms of content: Strix Television, Sonet Film, Freeport, Nordic Artists, and Modern Television.

"The popularization of DVDs, the Internet, and digital TV is expected to substantially boost demand for content," says Kinna Bellander, head of business area Modern Studios. "So the right to Crown Film Library is a valuable addition to our already extensive film library."

For further information, visit www.mtg.se, send an e-mail to info@sharedvalue.net, or contact: Hans-Holger Albrecht, President of MTG, +46-8-562 000 50

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).

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