



FOR IMMEDIATE RELEASE

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LAUNCH OF NEW CHANNEL IN CZECH REPUBLIC

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment-broadcasting group, today announced that it will launch a new free-TV channel in the Czech Republic – 'Prima COOL' – on 1 April. The new channel will complement MTG's existing TV Prima channel, which is already the second most watched TV channel in the Czech Republic. The channel is being launched following the award of new digital licenses to TV Prima as part of the ongoing digitalisation of the Czech TV market. Analogue terrestrial broadcasting is gradually being switched off, with the process due to be completed by the end of 2011.

Prima COOL will be a broad-based general entertainment channel targeting 20-40 year old viewers. The programming schedule of the male-skewed channel will include blockbuster movies, the *Futurama* animated series from the makers of *The Simpsons*, comedies including *The Big Bang Theory* and *Chuck*, *Brainiac*, *Top Gear*, as well as a number of other new shows and hit series never broadcast in the Czech Republic before. The channel will also broadcast English Premier League football.

Prima Cool will be distributed in the digital terrestrial network, as well as through cable, satellite and IPTV networks. The channel will have an initial national penetration of more than 50%.

Existing channel TV Prima had a 20.9% target audience (15-54 age group) viewing share in the fourth quarter of 2008, and reaches 97% of TV households in the Czech Republic. TV Prima has a female-skewed audience focus.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of Prima COOL reflects the media house strategy that we have successfully deployed in other markets. Viewers will be offered differentiated and quality programming content that will enable us to deliver incremental reach for advertisers. The launch is intended to further strengthen our position in the Czech Republic by taking advantage of the ongoing development of the digital terrestrial network. Prima COOL will complement TV Prima and support our drive to increase our audience viewing and advertising market shares."

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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 free-TV channels in the Czech Republic, Hungary, Slovenia Bulgaria, Macedonia and Ghana. MTG's TV assets are broadcast in a total of 29 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').

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 10.00 CET on 5 March, 2009.