



FOR IMMEDIATE RELEASE

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## **NORWEGIAN TV2 CHANNELS TO BE INCLUDED IN VIASAT PAY-TV OFFERING**

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat Broadcasting has signed an agreement with TV2 Norway to include the TV2 channel, the TV2 news channel and the TV2 movie channel on Viasat's DTH satellite pay-TV platform in Norway. The TV2 channel will be available to all Viasat subscribers from 3 March 2008 with the two additional channels to be included by no later than 1 April 2008.**

TV2 is the leading commercial TV channel in Norway. TV2 will be included in the basic tier of Viasat's DTH satellite pay-TV offering, which is available to all Viasat satellite subscribers. The TV2 news channel will also be included in the basic tier, whilst the TV2 Film channel will be included in Viasat's movie package.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The inclusion of the TV2 channels in Viasat's offering in Norway is a major step in the development of our pay-TV platform. This move will enable our subscribers to watch the Euro 2008 football championship, as well as provide access to a wide selection of popular entertainment programming. The Norwegian TV market is currently in a critical phase of its development, with the first shut downs in the analogue network due to take place from 5 March."

"This agreement is very important to the continued development of our Norwegian platform, and is expected to both boost new sales and reduce churn moving forward. We have been working towards this outcome for several years, and this is an important step in making all of the major TV channels in Norway available on all platforms and to all subscribers."

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**For further information, please visit [www.mtg.se](http://www.mtg.se), email [investor.relations@mtg.se](mailto:investor.relations@mtg.se), or contact:**

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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-to-air and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Russia, Hungary, Slovenia and the Balkans. Viasat channels are broadcast in a total of 24 countries and reach 100 million people. MTG is also the biggest shareholder in Russia's largest independent television network (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 13.15 CET on 28 February, 2008.