



FOR IMMEDIATE RELEASE

10 September 2007

MTG LAUNCHES VIASAT 4 IN NORWAY

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it launched a new TV channel – Viasat 4 – in Norway on Saturday 8 September, to coincide with the live broadcast of the UEFA EURO 2008™ qualifier between Moldova and Norway, which attracted over 320,000 viewers. Viasat 4 is a broad general interest and entertainment channel, and has been made available on Viasat's DTH satellite platform, through the Norwegian digital terrestrial television (DTT) pay-TV operator 'RiksTV', and via third party cable networks. The channel currently reaches 50% of Norwegian households and is expected to grow with the scheduled digitalization of the Norwegian analogue TV market.

Viasat 4 will feature a broad range of content including news produced by P4 Radio, documentaries, series, movies and premium sports including Formula One racing and UEFA Champions League football. As in Sweden, ZTV will be refocused as a youth oriented internet TV channel.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of Viasat 4 follows the successful launch of TV6 in Sweden in May 2006, Viasat 4 aims to replicate the rapid penetration growth and increased commercial share of viewing generated by TV6 in Sweden. The launch of the new channel is another step in our multichannel strategy and builds further on the success of TV3 Norway."

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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.

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Modern Times Group MTG AB class A and B shares are listed on the OMX Nordic Exchange Large Cap market ('MTGA' and 'MTGB').

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