

Pressrelease

MTG new BLICC member

BLICC welcomes the mediacompany Modern Times Group MTG as a new member. BLICC, Business Leaders Initiative on Climate Change, was started in 2000 and the membership includes, apart from MTG, Axfood, Coca-Cola Drycker Sverige, Fortum, JM, Procter & Gamble, Svenska Statoil, Stena Metall, Vasakronan as well as SMHI (as knowledge partner).

BLICC members measure and report its climate impact, inspire the business community to take its climate responsibility and is spreading the message that fighting climate change and earning money is not a contradiction. Companies within BLICC believe that an active climate work create new business, efficiency opportunities and reduced costs, more customers and happy employees.

– We started to measure our impact on the climate for parts of our operations during 2008 and increased the measurement during 2009. Despite the broadcasting industry's relatively small impact on the environment, we believe tackling climate change is everyone's responsibility and we take it seriously. Becoming a member of BLICC illustrates our commitment, says Hans-Holger Albrecht, President & CEO of MTG.

BLICC is committed to increase its efforts during 2010 to demonstrate the possibilities with an active involvement in the climate issue.

– With a weak Copenhagen climate agreement and a world society that requests more action to tackle the climate changes it's very welcome that MTG has joined BLICC. MTG has a broad engagement in the climate issue and have started an extensive programme to decrease its climate impact, says Nina Ekelund, Program Director, BLICC.

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OM BLICC

Business Leaders Initiative on Climate Change, was started 200= and is a network of companies from different industries that work actively to reduce their own climate impact and work towards business and society to reduce their climate impact. The membership includes Axfood, Fortum, JM, Procter & Gamble, Coca-Cola Drycker Sverige, Svenska Statoil, Stena Metall, Vasakronan as well as SMHI (knowledge partner). BLICC is coordinated by Respect. www.blicc.se

ABOUT MTG

Modern Times Group MTG AB 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 channels in Czech Republic, Hungary, Slovenia, Bulgaria, Macedonia and Ghana. MTG's TV assets are broadcast in a total of 30 countries and 125 million viewers. 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 Nasdaq OMX Stockholm's Large Cap market ('MTGA' and 'MTGB'). www.mtg.se