

Central European Media Enterprises Ltd. Announces the Appointment of Chris Bosco as CFO of Media Pro Entertainment

***- The Former Executive Vice President of Finance of MGM and United Artists joins CME -***

Hamilton, Bermuda, March 28, 2011 – Central European Media Enterprises Ltd. (“CME”) (NASDAQ and Prague Stock Exchange: CETV) today announced that Chris Bosco has been appointed Chief Financial Officer of its Media Pro Entertainment division.

In his new position based in Prague, Mr. Bosco will supervise all financial and strategic matters for CME’s growing content division. He will bring to CME his high level of expertise in financial management and world class studio experience. He will also play an integral part in the integration of the newly acquired distribution company, Bontonfilm a.s.

Before joining CME, Mr. Bosco was responsible for worldwide finance at Metro-Goldwyn-Mayer Inc. including content development, production, marketing and distribution, and helped the company to expand and create new businesses.  Additionally, he managed a $400M slate financing vehicle for United Artists.

The CEO of Media Pro Entertainment, Andrei Boncea said: “Chris’ knowledge of the Hollywood studio system and of entertainment production is a valuable asset. Chris will assist us in building and growing as an international studio to challenge the very best in our business and fine-tune our operations to achieve the highest performance.”

CME is a vertically integrated media and entertainment company operating leading broadcasting, content and new media businesses in six Central and Eastern European countries with an aggregate population of approximately 50 million people. CME’s television stations are located in Bulgaria (bTV, bTV Cinema, bTV Comedy, bTV Action and Ring.bg), Croatia (Nova TV, Doma and Nova World), the Czech Republic (TV Nova, Nova Cinema, Nova Sport and MTV Czech), Romania (PRO TV, PRO TV International, Acasa, PRO Cinema, Sport.ro, MTV Romania and PRO TV Chisinau Moldova), the Slovak Republic (TV Markíza and Doma) and Slovenia (POP TV, Kanal A and POP Brio).

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*Note to editors: Further information on the recent acquisition of Bontonfilm is available in the press release section of CME’s website at* [*www.cetv-net.com*](http://www.cetv-net.com)*.*

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