



Central European Media Enterprises Appoints Mark Kobal as Head of Investor Relations

Hamilton, Bermuda – July 24, 2013 – Central European Media Enterprises Ltd. (“CME” or the “Company”) (NASDAQ/Prague Stock Exchange: CETV) announced the appointment of Mark Kobal as the Head of Investor Relations. Mr. Kobal succeeds Romana Wyllie, who was responsible for all corporate communications since 2005.

“We are pleased to have Mark step into this role,” said Adrian Sarbu, President and CEO of CME. “His experience in accounting and finance will be invaluable for CME stakeholders. I would also like to thank Romana for her passion and commitment to the Company over the last eight years.”

Mr. Kobal previously served the Company as the Director of External Reporting. Prior to joining CME, Mr. Kobal worked for KPMG in Central and Eastern Europe based in Prague, and in the United States based in Denver, Colorado.

About CME

CME is a media and entertainment company operating leading businesses in six Central and Eastern European markets with an aggregate population of approximately 50 million people. CME broadcasts television channels in Bulgaria (bTV, bTV Cinema, bTV Comedy, bTV Action, bTV Lady and Ring.bg), Croatia (Nova TV, Doma, Nova World and Mini TV), the Czech Republic (TV Nova, Nova Cinema, Nova Sport, Fanda, Smichov, Telka and MTV Czech), Romania (PRO TV, PRO TV International, Acasa, Acasa Gold, PRO Cinema, Sport.ro, MTV Romania, PRO TV Chisinau and Acasa Moldova), the Slovak Republic (TV Markiza, Doma, Dajto and Foor), and Slovenia (POP TV, Kanal A, BRIO, OTO and KINO). CME also operates Voyo, the pan-regional video-on-demand service. CME is traded on the NASDAQ Global Select Market and the Prague Stock Exchange under the ticker symbol “CETV”.

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