



FOR IMMEDIATE RELEASE

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Metro's readership in Sweden passes one-million mark

Metro International S.A. (MTROA / MTROB) (Metro International) announced today that *Metro* in Sweden has strengthened its position as the country's most widely read morning newspaper, with 1,015,000 readers.

Metro had 127,000 more readers than in the same survey, SIFO/Orvesto:3, the preceding year, for an advance of 14.3%. *Metro* now has 89,000 more readers than its closest rival.

"We are extremely pleased that *Metro* readership has passed the one-million mark in Sweden and is advancing in Stockholm, Gothenburg, as well as in Malmö. At the same time, we are increasing our lead over our competitors," says Pelle Törnberg, President and CEO of Metro International S.A.

The number of readers of *Metro Stockholm* increased 2.4% from the corresponding survey in 1999. The Stockholm market is the most mature of all markets where *Metro* is available. The Stockholm edition was the very first newspaper distributed free-of-charge and financed entirely by advertising, launched in February 1995. In Gothenburg, where publication started in February 1998, the increase was 25.4%. The Malmö edition of *Metro*, launched in September 1999, expanded its reach by 88.0%.

Metro seized the top spot among Sweden's morning newspapers in the preceding survey, SIFO/Orvesto:2, with a total of 969,000 readers. That was the first time that *Metro* had more readers—5,000 more—than *Dagens Nyheter*, previously Sweden's leading morning paper. In the survey published today, that lead has expanded to 89,000 readers.

The latest SIFO/Orvesto survey is the first to measure the reach for Metro International S.A.'s newest Stockholm paper, the evening paper *Everyday*, also distributed free-of-charge. It was launched in August 2000 and now has 244,000 readers.

"This confirms that *Everyday* is bigger than its rival," says Pelle Törnberg.

Metro International S.A. publishes and distributes free daily newspapers, comprising 18 editions in 14 countries: Stockholm (Metro and Everyday), Gothenburg (Metro), Malmö (Metro), Helsinki (Metro), Prague (Metro), Budapest (Metro), the Netherlands (Metro), Newcastle (Morning News), Zurich (Metropol), Santiago (MTG), Rome (Metro), Philadelphia (Metro), Toronto (Metro), Buenos Aires (Metro), Milan (Metro), Warsaw (Metropol), and Athens (Metrorama).

Metro International S.A. A and B shares are listed on the Stockholms Börsinformation (SBI) and on the Nasdaq National Market under the symbols MTROA and MTROB.

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