



FOR IMMEDIATE RELEASE

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## NEW DISTRIBUTION CONTRACT IN POLAND

**Metro International S.A. ("Metro"), the international newspaper group, today announced that it has signed an exclusive agreement with the City of Warsaw to distribute its Warsaw edition, Metropol, within Warsaw's City Public Transportation network. This network comprises buses, trams and the City's subway system, which carry approximately 800,000 passengers per day. The paper will be distributed from racks and by hand in the 14 subway stations and a selection of the 4,000 bus and tram stops on the municipal transport network.**

In May 2001, Metropol achieved a 6.9% market share of daily print advertising spend in Warsaw, according to the official Agora SA Advertising Expenditure survey, only 7 months after the edition was launched in October 2000. Metropol is the largest daily newspaper in Warsaw and achieved a 22% reach of inhabitants over the age of 15 at the beginning of 2001, according to SMG KRC. The same survey reported that Metropol had an average daily readership of over 300,000.

185,000 copies of Metro are currently distributed each day. The circulation will revert to 200,000 daily copies in September at the end of the holiday season. Metropol continues to be distributed in the largest train stations in Warsaw, which attract 4.3 million commuters each month. The newspaper is also distributed by hand in the City center.

The City of Warsaw and its suburbs have a population of 2.5 million. The annual print advertising market in Warsaw is reported to be worth US\$ 50 million, representing 25% of annual print advertising spend in Poland. Poland is one of the fastest growing economies in central Europe and showed year on year GDP growth of 2.4% in the final quarter of 2000.

Pelle Törnberg, President & CEO of Metro International, commented: "This agreement will enable us to target our distribution even more effectively and further enhance our demographic reach in the Greater Warsaw area, which attracts a relatively high level of advertising expenditure. We are committed to developing our presence in the central European market and, at the request of our customers, have already increased our circulation to provide national coverage in Hungary this year."

*Metro International S.A. 'A' and 'B' shares are listed on the NASDAQ National Market and on the Stockholmsbörsen O-List under the symbols MTROA and MTROB.*

For further information, please visit [www.metro.lu](http://www.metro.lu), email [info@sharedvalue.net](mailto:info@sharedvalue.net) or contact:

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*Metro International S.A. publishes and distributes 19 editions of its free daily newspaper in 14 countries: Stockholm (Metro), Prague (Metro), Gothenburg (Metro), Hungary (Metro), the Netherlands (Metro), Helsinki (Metro), Malmö (Metro), Santiago (MTG), Philadelphia (Metro), Zurich (Metropol), Toronto (Metro), Rome (Metro), Buenos Aires (Publimetro), Milan (Metro), Warsaw (Metropol), Athens (Metrorama), Montreal (Metro), Barcelona (Metro Directo) & Boston (Metro).*

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