



FOR IMMEDIATE RELEASE

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## **METRO TO LAUNCH IN HONG KONG IN 2002**

**Metro International S.A. ("Metro"), the international newspaper group, today announced that it has been awarded a contract to distribute a new edition of Metro in Hong Kong. The contract was awarded by the City's subway operator, the MTR Corporation, following a competitive public tender process. Both parties will now enter into further discussions before the launch of the new edition during the first half of 2002.**

Hong Kong is one of the world's major cities with a population of 6.5 million. The City is also one of the world's major commercial centers; with annual media spend of US\$ 3.5 billion. 37 %, or US\$ 1.3 billion, of this advertising spend is placed in print media.

"Metro has extensive experience of publishing and distributing newspapers in the major cities of the world. We are confident that the concept will work equally well in our subway transport system and make passengers' journeys more enjoyable," said Jeny Yeung, Marketing Manager of the MTR Corporation.

Pelle Törnberg, President & CEO of Metro International, commented: "We are delighted to have been awarded this contract. Hong Kong fulfills all our criteria for development and this launch will be our first in Asia, where we see considerable opportunities to develop the Metro concept. The City's subway system is the most efficient means of distribution for us, with 2.3 million passengers commuting on the network each day, and we are looking forward to working with the MTR management to launch the new edition next year."

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

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*Metro is the world's largest free newspaper, publishing and distributing 21 editions in 15 countries in 14 languages: Stockholm (Metro), Prague (Metro), Gothenburg (Metro), Hungary (Metro), the Netherlands (Metro), Helsinki (Metro), Malmö (Metro), Santiago (Publimetro), Philadelphia (Metro), Zurich (Metropol), Toronto (Metro Today), Rome (Metro), Buenos Aires (Publimetro), Milan (Metro), Warsaw (Metropol), Athens (Metrorama), Montreal (Metro), Barcelona (Metro Directe), Boston (Metro), Madrid (Metro Directo) and Copenhagen (MetroXpress).*

*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.*

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