



FOR IMMEDIATE RELEASE

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METRO BECOMES 'EUROPARTNER' WITH OTHER TOP EUROPEAN MEDIA COMPANIES

Metro International S.A. ("Metro"), the international newspaper group, today announced that it has become a partner in the European Central Bank's 'Euro 2002 Information Campaign', alongside other high profile media companies such as the BBC, The Economist, Eurosport, the Financial Times, Forbes, the International Herald Tribune, Newsweek, Time and Modern Times Group MTG AB.

The European Central Bank's 'Euro 2002 Information Campaign' aims to familiarize European citizens with the new banknotes and coins, and explain the related transitional arrangements associated with the Eurosystem. The European Central Bank has enlisted a number of select, high profile multinational corporations to ensure that accurate information is disseminated as widely and effectively as possible by January 2002.

Pelle Törnberg, President & CEO of Metro International, commented: "With more than nine million daily readers in 21 countries, and a new edition in Hong Kong planned for the first half of 2002, Metro is the ideal information vehicle. Metro is pleased to be joining such a high caliber of multinational corporations in taking part in this pan-European public education campaign."

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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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