



FOR IMMEDIATE RELEASE

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CLUB METRO AND KLM JOIN FORCES TO BOOST NEW YORK CITY TOURISM

Metro International S.A. ("Metro"), the international newspaper group, today announced that its 'Club Metro' loyalty club and KLM Royal Dutch Airlines are offering New Year holiday travel deals to New York, to its members in 11 European markets.

The New Year holiday offer will provide members with the opportunity to book round-trip flights to New York, including 5 nights accommodation, for the discounted rate of US\$ 690. This is the first global partnership that Metro has negotiated for its Club Metro members. Local level promotions already exist with well-known companies such as McDonalds, Ericsson, Comviq, Mitsubishi, Smart Car, SAS, and Interflora.

Club Metro has built one of the largest reader-based loyalty clubs and now has 550,000 European members. Membership of the club is free, just like the newspaper. Each member is provided with a membership card that entitles the holder to a wide range of discounted services.

Pelle Törnberg, President & CEO of Metro International, commented: "This partnership with a world leading organization offers further value to our Club Metro members. We are particularly happy that our first venture with KLM will help support the tourism trade in New York City at this critical time in the City's history."

Paul Gregorowitsch, Senior Vice President of Sales & Distribution at KLM, commented: "Through the arrangement with Metro, KLM will have access to a wide audience of young and active people who enjoy traveling. Furthermore we support the idea of stimulating leisure travel to New York. Since the dramatic events of September 11, demand for air travel to the U.S. has dropped dramatically. By offering Club Metro members an attractive travel arrangement, we want to show travelers that New York is still an exciting holiday destination."

For further information, please visit www.metro.lu, email 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 13 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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