



FOR IMMEDIATE RELEASE

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LEVI STRAUSS CHOOSES METRO FOR EUROPEAN LAUNCH

Metro International S.A. (“Metro”), the international newspaper group, today announced that global brand Levi Strauss has chosen Metro as one of the principal media to launch its latest clothing line in Europe. The high profile multi-million dollar advertising campaign to launch the new Dockers® range of liquid repellent pants is running until April and features outdoor, ambient, TV and print advertising.

Full back page advertisements are currently being run in 11 of Metro’s European editions, providing Dockers® with unrivaled visibility in major cities in France, Italy, the Netherlands and Sweden. Metro is Europe’s largest-circulation international newspaper with three million copies distributed each day to readers on commuter transport routes, in the office, or in cafes and other key locations around the city. The highly visible ads will provide Dockers® with a strong combination of ambient and press advertising on trains, trams and buses around Europe. The tailor-made Dockers® package is worth \$1.5 million to Metro and also includes full inside pages, smaller front-page spots and advertorials.

PelleTörnberg, President and CEO, commented: “Metro offers advertisers the unique opportunity to reach a target audience of young, urban high-spending consumers through one newspaper across Europe. The fact that a leading brand like Levi Strauss chose Metro demonstrates the impact and competitive strength of the concept and our constant drive to create innovative new advertising solutions”.

For further information, please visit www.metro.lu, email info@metro.lu or contact:

Pelle Törnberg, President & CEO

tel: +44 (0) 20 7016 1300

Matthew Hooper, Investor & Press Relations

tel: +44 (0) 20 7321 5010

Metro is the world’s largest free newspaper, publishing and distributing 25 editions in 16 countries in 14 languages: Stockholm, Prague, Gothenburg, Hungary, the Netherlands, Helsinki, Malmö, Santiago, Philadelphia, Toronto, Rome, Milan, Warsaw, Athens, Montreal, Barcelona, Boston, Madrid, Copenhagen, Aarhus, Paris, Marseille, Lyon, Hong Kong and Seoul.

Metro International S.A. ‘A’ and ‘B’ shares are listed on the Stockholmsbörsen ‘O-List’ and on the Nasdaq stock market under the symbols MTROA and MTROB.

This press release contains certain “forward-looking statements” with respect to our expectations and plans, strategy, management’s objectives, future performance, costs, revenues, earnings and other trend information. It is important to note that our actual results in the future could differ materially from those anticipated in forward-looking statements depending on various important factors. Please refer to the documents we have filed with the U.S. Securities and Exchange Commission under the U.S. Securities Exchange Act of 1934, as amended, including our most recent annual report on Form 20-F, for a discussion of certain of these factors.

All forward-looking statements in this press release are based on information available to us on the date hereof. All written or oral forward-looking statements attributable to Metro International S.A, any Metro International S.A. members or persons acting on our behalf are expressly qualified in their entirety by the factors referred to above. We do not intend to update these forward-looking statements.

Metro International S.A.
75, Route de Longwy
LU-8080 Bertrange, Luxembourg
www.metro.lu