



FOR IMMEDIATE RELEASE

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## **METRO LAUNCHES FIFTH EDITION IN FRANCE**

**Metro International S.A. ("Metro"), the international newspaper group, today announced the launch of its fifth edition in France. Metro was distributed for the first time this morning in the city of Lille, which is France's fourth largest city.**

The new edition in Lille follows the launch two weeks ago of the 30<sup>th</sup> edition of Metro in the French city of Toulouse and further consolidates Metro's position as the second largest national newspaper in France. 500,000 copies of Metro are now distributed each morning in France's 5 largest cities - Paris, Marseille, Lyon, Toulouse and Lille, which have a combined population of 14 million. The French advertising market is the third largest in Europe and is estimated to have generated net newspaper advertising spend of US\$ 1.4 billion in 2003. Metro France will now attract over 1.6 million daily readers.

The new edition was distributed by hand and from racks at strategic locations in the Lille city center and suburbs this morning and has a target circulation of 30,000 daily copies. The distribution covers a population of 1 million inhabitants, of which more than 60% are under 40 years of age.

"The new launch increases our national penetration in one of Europe's largest advertising markets and builds on the recent introduction of a new Metro edition in Toulouse. Metro is now present in the five largest cities in France and we are therefore able to provide local, regional and national advertising solutions for our clients. Lille is a major commercial center and this year's European City of Culture and is therefore an important addition to Metro France's operations," said Pelle Törnberg, President and CEO.

Leading French television broadcaster Télévision Française 1 S.A. recently acquired a 34.3% holding in Metro's French operations.

New Metro editions have also been launched in Denmark and in the Spanish cities of Alicante and Valencia this morning. In total, today's new editions will result in the distribution of 140,000 additional daily copies of Metro.

**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 newspaper, publishing and distributing 34 Metro editions in 16 countries in Europe, North & South America and Asia. Metro attracts 13 million daily readers in more than 60 cities around the world with an easy to read combination of headline local and international news and information. Metro International S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen 'O-List'.*

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