



FOR IMMEDIATE RELEASE

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METRO LAUNCHES REAL ESTATE NEWSPAPER IN MALMÖ

Metro International S.A. ("Metro"), the international newspaper group, today announced the launch of the 'Hus & Hem' real estate newspaper in Malmö. The second edition of Metro Hus & Hem will be delivered by mail each Friday to 260,000 homes in the Malmö region and will immediately be the largest real estate newspaper in the Malmö region.

The first edition will be published on 26 March 2004. The weekend newspaper is being produced in association with leading monthly magazine 'Hus & Hem', which is published by Ica Förlaget. Metro Hus & Hem is already the largest real estate newspaper in Stockholm with 679,000 weekly readers.

Real estate advertising is one of the largest segments of the newspaper advertising market. Metro has already signed agreements with a number of Malmö's largest real estate agencies for the inclusion of residential lettings and sales advertisements. 'Hus & Hem' will provide the editorial content.

"Advertising in Metro Hus & Hem was a natural choice for us. The newspaper is a modern print product in full colour, which is distributed to all households in the Malmö area on the preferred day of the week. With 260,000 copies, it will immediately be the largest real estate paper, and therefore the best product for our clients," said Ola Lundqvist of real estate agency Bjurfors in Malmö.

"The launch in Malmö follows the early success of Metro Hus & Hem in Stockholm. This is part of our ongoing strategy to increase significantly our share of key advertising market segments by expanding our circulation in existing Metro markets and publishing specialist editorial products," commented Pelle Törnberg, Metro's President and CEO.

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 largest international newspaper in the world, publishing daily Metro editions in more than 70 cities in 16 countries around the world. Metro attracts 12.8 million daily readers and 28.0 million weekly readers. Metro editions therefore reach 30% of the population of over 100 million within Metro's distribution areas in Europe, North & South America and Asia. Metro derives its revenues almost exclusively from advertising sales, which have grown at a compound annual rate of 47% since the launch of the first edition in 1995. Metro International S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen 'O-List'.

Metro International S.A.
11, Boulevard royal
L-2449 Luxembourg
www.metro.lu