



FOR IMMEDIATE RELEASE

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## **METRO LAUNCHES NATIONAL EDITION IN SWEDEN**

**Metro International S.A. ("Metro"), the international newspaper group, today announced the launch of its 40th edition. A new national edition will be distributed in 11 cities in Sweden from tomorrow morning, in addition to Metro's existing daily editions in Stockholm, Gothenburg and Skåne. Metro's combined daily circulation in Sweden will consequently increase by 130,000 copies to over 600,000 copies in 17 cities throughout the country, and Metro will become Sweden's largest and most read newspaper with an estimated 1.5 million daily readers.**

The new Metro Swedish national edition will be distributed by hand and from racks in the cities of Uppsala, Västerås, Eskilstuna, Örebro, Norrköping, Linköping, Jönköping, Borås, Trollhättan, Uddevalla and Vänersborg. The distribution will focus on strategic locations, including college campuses, in order to target the same high proportion of young, dynamic, metropolitan readers as in other Metro markets around the world, as well as an equal number of male and female readers. The new edition will feature Metro's distinctive combination of unbiased international, national and local news, sports and entertainment.

Metro launched its first edition in 1995 in Stockholm and subsequently launched new editions in Gothenburg in 1998 and Malmö in 1999. Metro expanded its circulation to reach the Swedish cities of Lund, Helsingborg and Landskrona in the Skåne region in August 2004. The Metro Hus & Hem real estate newspaper was launched in Stockholm and Malmö in the first quarter of 2004. Metro Sweden reported a 63% year on year increase in sales for the six month period ended 30 June 2004 to US\$ 46.1 million and a 71% increase in operating income to US\$ 9.6 million.

Pelle Törnberg, President and CEO, commented: "This national expansion follows similar successful developments in Metro markets around the world and builds on Metro's established relationships with key advertising clients in Sweden. Metro has increased its penetration in the major metropolitan markets and three advertisements a week in Metro will now enable clients to reach more than half of the under 40 year olds in the country".

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*Metro is the largest and fastest growing international newspaper in the world. 40 daily Metro editions are published in 54 major cities in 16 countries in 15 languages across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated audience of more than 14.5 million daily readers and over 32 million weekly readers. Metro has an equal number of male and female readers and 70% are under the age of 45. Metro's advertising sales 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' under the symbols MTROA and MTROB.*

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