



PRESS RELEASE

September 7, 1999

METRO IN HOLLAND EXPANDS TO ROTTERDAM SUBWAY

Starting Monday, September 13, the newspaper *Metro* will be available at all 42 subway stations in Rotterdam. Metro in Holland has signed a contract with Rotterdam Public Transport Company (RET).

In Rotterdam, *Metro* competed for the contract against *Spits*, published by the morning daily *De Telegraaf*. "RET chose to cooperate with *Metro* because of the quality of the newspaper and the professionalism of its organization," says George Hoogendoorn, in RET's marketing department.

This will boost the print run for *Metro* in Holland by 40,000–60,000 copies. In the next few months, total circulation in Holland is expected to increase to 350,000. That will include the stations in Nijmegen and Zwolle, based on the agreement with the public transportation company NS Stations, which controls the majority of intercity and commuter lines in the Netherlands.

Metro was published for the first time in Stockholm, in 1995. Two years later, the first foreign edition was published in Prague. Last year, local editions were added in Budapest and Gothenburg, Sweden. *Metro* was launched in Holland earlier this summer, and the English-language *Metro Europe* was launched in Helsinki in conjunction with Finland's presidency of the EU.

Today witnessed the debut of the Finnish-language edition of *Metro* in Helsinki. In six more days, Malmö, Sweden, will get its own edition, too, coinciding with initial distribution in the Rotterdam subway system. Agreements have also been signed to commence publication of *Metro* within the next six months in Philadelphia, Pennsylvania, and in Santiago, Chile.

For additional information, please contact Pelle Törnberg, president and CEO of MTG, at +46-8-5620 0050, or Bas Douma, Communications department, RET, at +31-10-447 5654.

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MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46-8-562 000 50. Fax. +46-8-20 50 74. (Publ) Registration no. 556309-9158

www.mtg.se