



PRESS RELEASE
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METRO TO BE LAUNCHED IN ZURICH

The daily newspaper Metro continues to expand. The decision was made today for a Swiss German-language version of Metro in Zurich, Switzerland.

The Swiss State Railroad (SBB) is giving Metro the sole right to distribute the daily newspaper at commuter train stations in the Zurich region.

The Swiss State Railroad released its decision today after a public tender. Three publishers participated in the tender offering: Metro, Norwegian publisher Schibsted, and the publisher of the local newspaper Zürich Express.

The distribution rights pertain to 172 commuter train stations. The number of commuter train passengers in the region amounts to 66 million per year.

Metro was first published in Stockholm in 1995. Two years later, the first foreign edition was published in Prague. In 1998, Budapest, Hungary, and Gothenburg, Sweden, were added. Earlier this year, an English-language edition of Metro was launched in Helsinki, in conjunction with Finland's chairmanship of the EU. A Finnish edition was also launched in Helsinki. Also this year, Metro was launched in the Netherlands, with distribution on most train and commuter rail lines, as well as on the subways in Rotterdam. Publication has also begun in the Skåne region in southern Sweden to complement editions in Stockholm and Gothenburg.

Next year, in addition to Zurich, publication will also begin outside Europe. Agreements were signed earlier this summer with mass transit authorities in Philadelphia, Pennsylvania, and in Santiago, Chile.

Newspapers in Modern Times Group MTG AB's core markets, the Nordic countries and Baltic states, belong to the Publishing business area. Editions outside the core markets make up the Metro International business area.

For further information, please contact Pelle Törnberg, president and CEO of MTG, at +46-8-5620 0050.

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