



PRESS RELEASE

January 24, 2000

## ***METRO* LAUNCHED IN PHILADELPHIA TODAY**

**An edition of *Metro* for Philadelphia, Pennsylvania in the United States, commenced publication today.**

**It follows closely on the heels of the launch of *Metro* in Newcastle, England and Santiago, Chile, within the last ten days.**

The number of cities with local editions of *Metro*, a newspaper financed entirely by advertising revenue and distributed free-of-charge, continue to grow rapidly. In Philadelphia, the initial print run will be 150.000. The newspaper will cover the City of Philadelphia as well as Delaware, Bucks, Montgomery, and Chester Counties.

Copies will be available for passengers with Southeastern Pennsylvania Transportation Authority, SEPTA, the fifth largest public transportation system in the United States.

The Philadelphia edition is the second outside Europe, after Santiago ten days ago.

The Philadelphia, Newcastle and Santiago editions are under the Metro International business area of Modern Times Group MTG AB, which also publishes local editions in Prague, Budapest, and Holland. Additional contract has been won in Zurich.

*Metro* is published in Stockholm, Gothenburg, Malmö, and Helsinki as well, by MTG's Publishing business area, as these cities are in MTG's core markets, the Nordic countries and Baltic states.

**For additional information, please contact Jan Sjöwall, president and CEO of Metro International, at +44-171-408 02 30.**

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