



PRESS RELEASE

January 31, 2000

***METRO* LAUNCHED IN ZURICH TODAY**

An edition of *Metro* for Zurich, Switzerland, commenced publication today.

It follows closely on the heels of the launch of *Metro* in Santiago, Chile, Newcastle, England and Philadelphia, Pennsylvania in the United States, within the latter part of January.

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 Zurich, the initial print run is 140,000. The newspaper will cover the Zurich region and copies are distributed for the commuter railways, tram cars and buses.

The newspaper is available at 170 commuter railway stations through a distribution agreement with the Swiss State Railroad (SBB).

It's also to be found at 22 tram car and bus terminals, operated by VBZ Zürilinie.

The Zurich, 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.

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.

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