

News Release  
22 December 1997

#### METRO TO BUDAPEST

Metro will now be launched in the Hungarian capital, Budapest. A distribution agreement has been made with the BKV, the subway company in Budapest. The name of the newspaper is "Metro Grátis" (Metro Free of Charge).

The new newspaper will be published by the company MTG-Metro-Grátis KFT which is a joint venture between Metro International and two Hungarian parties. Metro in Budapest will look much the same as the other Metro-newspapers. It will be distributed free-of-charge, deriving revenue from advertising sales and with high journalistic level.

Robert Braunerhielm, President of MTG Publishing, says in a comment:

Metro has been concentrated to middle-sized cities in Europe, such as Stockholm, Prague and Gothenburg. We are convinced that Metro will be as successful in the economically expansive Budapest, as it is in the other cities.

Metro in Budapest is supposed to start in spring 1998.

Metro, which now has more than 600,000 daily readers, started two years ago. In a short time it became the second largest newspaper in Stockholm. In July this year, Metro Prague was launched. After just a couple of weeks, it became the largest newspaper in Prague. In February next year, Metro will be launched in Gothenburg.

For further information, please visit [www.mtg.se](http://www.mtg.se), or email [info@mtg.se](mailto:info@mtg.se) or contact:

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