



FOR IMMEDIATE RELEASE

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METRO HELSINKI NAMED 'MOST CREATIVE MEDIA OF 2004'

Metro International S.A. ("Metro"), the international newspaper group, today announced that its Helsinki edition won the 'Most Creative Media of 2004' award from the Finnish Association of Marketing Communication Agencies (MTL). The award was made to Metro for its contribution during the year to the development of successful commercial advertising campaigns through creative and innovative formats.

Metro received the award at the opening ceremony of 'The Advertising Week' in Helsinki. Several media companies were competing for the title, but the Award Jury was unanimous in choosing Metro. The award has previously been won by companies including JC Decaux and SubTV.

The MTL Media Group Award Jury, chaired by Ms. Paivi Aitkoski-Catani (Chairman of OMD Finland), described the award as follows: "Metro has developed its concept and editorial content in a direction that empowers advertising. The advertising campaigns run in Metro could not even have been thought of a few years ago, both in terms of their format and placement. The MTL Media Group emphasizes that Metro has developed its product, both as a media channel and a distribution network, in order to deliver creative and efficient media solutions."

Pelle Törnberg, President and CEO, commented: "We are delighted to receive the recognition of the advertising and media industry for our continued efforts to deliver innovative and effective solutions for our clients. The global presence of Metro enables us to learn from each market and apply successful, creative new ideas internationally".

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Metro is the largest and fastest growing international newspaper in the world. 40 daily Metro editions are published in 61 major cities in 16 countries in 15 languages across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated audience of more than 14.5 million daily readers and over 32 million weekly readers. Metro has an equal number of male and female readers and 70% are under the age of 45. Metro's advertising sales have grown at a compound annual rate of 47% since the launch of the first edition in 1995.

Metro International S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen 'O-List' under the symbols MTROA and MTROB.

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