



FOR IMMEDIATE RELEASE

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## **METRO LAUNCHES EDITION IN NICE**

**Metro International S.A. ("Metro"), the international newspaper group, today announced the continuation of its organic expansion in France with the launch of a new edition in Nice. By launching in Nice, Metro has reached its target of being established in 10 French cities before year-end 2004. Metro France already publishes daily editions in Paris/Ile-de-France, Lyons, Marseilles and its region (Aix-en-Provence, Aubagne, Toulon), Toulouse, Lille and Bordeaux.**

25,000 copies of Metro are being distributed in Nice this morning by hand in the city centre and through a network of exclusive distribution partners (Unibail, McDonald's and Sodexho). The paper is a 16-20 pages full-colour newspaper and will be printed Monday to Friday.

Metro now has a combined circulation of 580,000 copies in France and attracts more than 1.8 million daily readers. Metro France delivers a consistently young, urban and well-educated audience. The newspaper advertising market in France is estimated to be worth US\$ 1.4 billion annually.

Pelle Törnberg, President and CEO, commented: "Metro is now present in ten of the largest cities in France and thereby confirms its position as the leader in the free daily press in Europe's third largest advertising market. This expansion reflects Metro's ability to deliver an attractive audience with a high quality daily news product".

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

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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.*