



FOR IMMEDIATE RELEASE

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METRO LAUNCHES NEW EDITION IN HOLLAND

Metro International S.A. ("Metro"), the international newspaper group, today launched a new edition in Amsterdam. Its daily distribution will be 125,000 copies, combining 90,000 new copies and the 35,000 copies of the national Metro in Holland that are currently distributed in Amsterdam. These will now be converted into the local format. The Amsterdam edition will have a localized front cover and at least four extra pages of local news from Metro's own newsroom.

The launch makes Metro the largest daily newspaper in Amsterdam. Metro's total circulation in Holland increases to 485,000 copies, making Metro the second largest newspaper in the country.

Pelle Törnberg, President and CEO, commented: "The launch in Amsterdam further increases our national and local penetration in Holland and will enable us to target new readers and new advertising segments. Holland was the first country in which Metro provided national coverage and we have since strengthened our position by launching in Rotterdam in October last year and now in Amsterdam."

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Metro is the largest and fastest growing international newspaper in the world. 55 daily Metro editions are published in 77 major cities in 17 countries in 16 languages across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated audience of more than 15 million daily readers and over 33 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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