



FOR IMMEDIATE RELEASE

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METRO LAUNCHES REAL ESTATE NEWSPAPER IN HELSINKI

Metro International S.A. ("Metro"), the international newspaper group, today announced the launch of a new real estate newspaper in Helsinki - Metro Talo&Koti (Metro House&Home). The new edition will be published every Friday as a supplement in Metro Helsinki. Metro Helsinki currently publishes 100,000 copies each day and reaches 240,000 readers in the greater Helsinki area.

The supplement is produced in association with leading publishing group Forma, which is the same partner as in the successful Swedish real estate edition. Metro Talo&Koti will cover a wide variety of topics including housing, indoor decoration, gardening, repairing and real estates, thereby offering valuable opportunities for advertisers in those fields.

The launch follows the successful introduction of new special editions in other countries such as Sweden, Greece, Italy and Holland. It is also part of Metro's ongoing strategy to access new advertising segments by launching specialist sections, supplements and weekend editions.

"By delivering the newspaper on Fridays, we will ensure that our readers in Helsinki have access to some of the best ideas and are ready to spend the whole weekend on house hunting or home improvements - so this new newspaper is good for our readers and for advertisers too." commented Pelle Törnberg, Metro's President and CEO. "Metro Talo&Koti is designed to have a broad appeal by covering the whole real estate market."

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Metro is the largest and fastest growing international newspaper in the world. 56 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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