



FOR IMMEDIATE RELEASE

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Metro is now the most read newspaper in Sweden

Metro International S.A. (MTROA / MTROB), today announced that the recently completed survey by SIFO shows that Metro is now the most read daily newspaper in Sweden with 969,000 daily readers. SIFO's 'Orvesto' is the official independent Swedish readership survey and is conducted three times a year amongst 15,000 people. SIFO reported that Metro had added 17,000 new readers between June and August 2000, an increase of 1.8% over the last report for the period from January to May 2000. Metro has taken over in the number one position in Sweden from Dagens Nyheter.

Separate editions of 'Metro' are published in Stockholm, Gothenburg and Malmö, and each edition is the second most read daily newspaper in the respective cities and surrounding areas where it is distributed in Sweden.

The 'Metro' newspaper was launched in Stockholm in February 1995, in Gothenburg in February 1998, and in Malmö in September 1999. Metro is distributed 'free of charge' each morning through the local public transport systems, in high public traffic areas such as shopping malls and commercial centers, and over the internet at www.clubmetro.com.

Pelle Törnberg, President and Chief Executive of Metro International, commented: "The Metro concept started in Sweden and has grown to include 14 editions in 11 countries around the world. The continuing growth in our readership demonstrates that readers enjoy Metro's unique combination of local, national and international news and information, which is easy and quick to read, and that we are growing the overall market for newspapers rather than just adjusting market share."

Metro International S.A. publishes and distributes free daily newspapers, comprising 14 editions in 11 countries: Stockholm ('Metro' & 'Everyday'), Gothenburg ('Metro'), Malmö ('Metro'), Helsinki ('Metro'), Prague ('Metro'), Budapest ('Metro'), Holland ('Metro'), Newcastle ('Morning News'), Zurich ('Metropol'), Santiago ('MTG'), Rome ('Metro'), Philadelphia ('Metro') and Toronto ('Metro').

Metro International S.A. 'A' and 'B' shares are listed on the SBI list in Stockholm and on the Nasdaq National Market under the symbols MTROA and MTROB.

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