



FOR IMMEDIATE RELEASE

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METRO FREE NEWSPAPER LAUNCHED IN ARGENTINA

Metro International S.A. (MTROA / MTROB), today announced that it has launched a new edition of its free newspaper in Buenos Aires, the largest city in Argentina with 12 million inhabitants. Metro has been published for the first time today with 300,000 copies of the newspaper distributed by hand in selected high public traffic areas around the City such as outside major subway stations, in shopping malls and office buildings.

The initial circulation of 300,000 copies will make Metro the second biggest newspaper in Argentina behind Clarin, the daily national newspaper.

Pelle Törnberg, President & CEO of Metro International, commented: "Buenos Aires is one of the largest cities in South America and a major commercial centre in the region with a strong advertising industry. We have already successfully launched Metro in Santiago in Chile, and continue to roll-out the Metro concept around the world. The concept continues to be based on delivering objective local, national and international news and useful information in a format, which can easily be read in 15 - 20 minutes".

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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