



FOR IMMEDIATE RELEASE

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Everyday is Stockholm's largest evening paper

Metro International S.A. (MTROA/MTROB) (Metro International) today announced that *Everyday* has already established itself as Stockholm's largest evening newspaper. Only one month after the launch of this evening tabloid, which is distributed free of charge in Stockholm, the newspaper is ahead of all competitors in readership.

According to the latest figures from Sifo, an independent Swedish market-research firm, the market and readership of Stockholm's evening papers are as follows:

- *Everyday*, 19%, 250,800 readers
- *Expressen*, 16%, 211,200 readers
- *Aftonbladet*, 16%, 211,200 readers
- *Stockholm News*, 13%, 171.600 readers

Staffan Samuelson, President of Metro Norden, which publishes *Everyday*, commented: "We knew that *Everyday* was well received among the people of Stockholm. But it's even news to us that the paper in such a short while has become the most widely read evening paper in the city. We're very happy about it."

Metro Norden is part of Metro International S.A., the shares of which were distributed to the shareholders of Modern Times Group MTG AB. Metro International S.A. began trading on August 18 on the SBI list in Stockholm and on the Nasdaq National Market in New York.

Everyday was launched in Stockholm on August 28. The newspaper was the first free evening newspaper in Stockholm. Sifo's survey was conducted between September 26 and October 3 in Stockholm (region A 01, excluding Södertälje). The number of people in this region over 15 years of age is 1,320,000. A total of 656 people were interviewed. They were asked what paper they had read yesterday.

Metro International S.A. publishes and distributes free daily newspapers, comprising 15 editions in 12 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'), Toronto ('Metro') and Buenos Aires ('Metro').

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

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