



27 September 2010

## Metro expands in France

Metro International S.A. ("Metro"), the international newspaper group, today announced that Metro expands in France. The new expansion strategy is developed together with Metro's local partner TF1, one of the strongest broadcast companies in France and Europe. The aim is to differentiate Metro from other players by becoming the largest free newspaper in Paris and acquiring the best national coverage of free newspapers in France.

Metro will distribute 60,000 more copies of the Parisian edition every day starting 1 October. The copies will be distributed by a combination of hand promoters and racks in 50 new key street distribution points, over 40 train stations and 200 large company buildings in Greater Paris. Local Paris coverage will be expanded with a daily pull out section focusing on politics, society, sports, culture and leisure using a dedicated team of five local reporters and high profiled columnists.

To strengthen the national coverage Metro is launching three new cities. Since 21 September, Metro is the only free daily newspaper available in Metz and Nancy where 20,000 copies are distributed Monday to Friday. Today, distribution is initiated in Toulon with 10,000 copies, accompanied by a circulation increase in Nice and Toulouse. This will further strengthen Metro's position in the South of France where Metro is already the leading free newspaper. Metro will hence be distributed in 15 of the largest French cities, giving Metro's advertisers access to the largest geographical coverage of free daily newspapers in France.

Per Mikael Jensen, President and CEO of Metro International commented: "France is an important market for Metro. Together with our strong partner TF1 we have agreed to invest in the French operation in order to deal with the competitive landscape. Metro and TF1 are furthermore increasing their cooperation by implementing synergies in the areas of content production and sales, in order to further strengthen the performance of the operation going forward."

Martin Alsander, EVP Europe of Metro International, added: "Being the favorite newspaper amongst Parisians in combination with a strengthened national coverage in France gives us a competitive edge. The multi-stage strategy will be executed during autumn with the aim of strengthening our uniqueness and our position in France. Our goal is to offer to the majority of young active metropolitans in France a serious and interesting newspaper and to give national advertisers the best possible readership audience."

\*\*\*

**For further information, please visit [www.metro.lu](http://www.metro.lu), or contact:**

Per Mikael Jensen, President and CEO

Tel: +46 8 120 570 00

Martin Alsander, EVP Europe

Tel: +46 8 120 570 00

Linda Fors, Head of Investor Relations

Tel: +46 704 15 95 30

**ABOUT METRO INTERNATIONAL AND METRO**

*Metro is the largest international newspaper in the world. Metro is published in over 100 major cities in 19 countries across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated Metropolitan audience of 17 million daily readers.*

*Metro International S.A. shares are listed on Nasdaq OMX Stockholm through Swedish Depository Receipts of series A and series B under the symbols MTROA and MTROB*