



4 November, 2008

## **Metro Mexico to launch in Monterrey**

Metro International SA, the world's largest international newspaper, announces that the shareholders of Metro Mexico have decided to start on 6<sup>th</sup> November, 2008 in Monterrey an edition of Publímetro. Publímetro will be published in Monterrey, Mexico's second largest city, from Monday to Friday with an initial daily circulation of 60,000 copies. Publímetro Monterrey will be distributed at points along the city's main avenues as well as at Starbucks cafes.

Like the Mexico City edition Publímetro Monterrey will include local, national and international content and will compete for both local and national advertising. It will employ a number of local reporters and local advertising sales specialists.

Pablo Mazzei, Metro International's Managing Director for the Latin American region stated: 'Monterrey is a large and affluent city with a sizeable newsprint advertising market which is experiencing healthy growth. Publímetro will become the city's second largest newspaper and as in Mexico City will be targeted at the city's young professionals'.

Robert Patterson, Executive Vice President of Metro International commented: 'Publímetro has in the two and half years since its launch in Mexico City become a popular print medium with national advertisers. I am delighted that Metro Mexico will now also be able to offer its national advertisers a new high quality, good value for money solution to meet their print advertising needs in Monterrey. Metro Mexico has been profitable in 2008 and is expected to be able to finance the new Publímetro Monterrey edition from its current surplus cash holdings and the future positive operating cash flow of its Publímetro Mexico City edition'.

Metro Mexico is a joint venture between Metro International SA, Inmobiliaria Torracó, S.A de CV and MX Shares, S.A. de CV. Metro International owns 49% of Metro Mexico's shares.

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### **ABOUT METRO INTERNATIONAL AND METRO**

*Metro is the largest international newspaper in the world. Metro is published in over 150 major cities in 20 countries across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated Metropolitan audience of over 20 million daily readers. Metro's advertising sales have grown at a compound annual rate of 38% since the launch of the first edition in 1995.*

*Metro International 'A' and 'B' shares are listed on the OMX Nordic Exchange's Nordic List under the symbols MTRO SBD A and MTRO SBD B.*