

Publimetro acquires a 40% equity interest in Magazine Publisher.

Publimetro Chile, a subsidiary of Metro International SA, the leading global newspaper, has purchased a 40% equity interest in Editorial Previa S.A. as well as an option to acquire the remaining 60%.

Editorial Previa S.A., which was profitable in the first half of 2008, publishes under license in Chile, two high quality glossy sports magazines, *El Gráfico* and *Golf Digest*. *El Gráfico*, which is also published in Argentina, Costa Rica, Peru and the Canary Islands has a monthly circulation in Chile of approximately 10K copies, most of which are kiosk sales. *El Gráfico*, which was initially focused on football, covers a wide range of sports.

Golf Digest is a monthly golf magazine, published in Chile under a license awarded by Advance Publications Inc, a leading US media group. *Golf Digest* is the worlds' largest Golf magazine title in the world and is currently published in 30 countries. Its circulation in Chile, where golf is a small but fast growing sport, is currently approximately 3K copies.

Pablo Mazzei, Managing Director of Publimetro Chile and of Metro International's other interests in the Latin American Region, commented: 'This investment will enable Publimetro to expand its portfolio of products suited to advertisers looking to reach high socio-economic consumers. The communication budgets of some of these advertisers exclude newspapers and non glossy magazines and hence *El Grafico* and *Golf Digest* fill a void in Publimetro Chile's portfolio.'

Robert Patterson, Executive Vice President of Metro International, stated: ' *El Grafico* and *Golf Digest* are luxury magazine brands with rapidly growing advertising sales. Both titles are well regarded amongst decision makers in the Chilean advertising industry. We foresee realizing both sales and cost synergies. '