



FOR IMMEDIATE RELEASE

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METRO LAUNCHES IN MEXICO CITY

Metro International S.A. ("Metro"), the international newspaper group, today announced that a new edition of Metro is today being launched in Mexico City, the world's second largest urban area with a population of over 19 million. Some 130,000 copies of Metro are being distributed today under the name Publimento.

Metro entered into a joint venture in Mexico in March this year and Publicaciones Metropolitanas, S.A. de C.V. was established as a franchisee in order to launch the new paper. Metro has a 35% stake in the company and an option to increase this shareholding in the future. Metro will account for its interest in the company as an equity participation and will also receive franchise fees.

ZenithOptimedia estimates that the Mexican advertising market was worth US\$ 3.7 billion in 2005 and that print advertising accounted for US\$ 917 million.

Pelle Törnberg, Metro President and CEO commented: "Publimento, with a circulation of 130,000, is the number one daily newspaper in Mexico City, based on national circulation figures for Mexico. Mexico City is one of the most populated metropolitan areas in the world and we are confident that the Metro format will appeal to its young, active inhabitants. Our regional footprint in the Americas has been extended even further with today's launch and, together with our strong local partners in Mexico, we look forward to accelerating the development of this business."

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ABOUT METRO INTERNATIONAL

Metro is the largest and fastest growing international newspaper in the world. 69 Metro editions are published in 93 major cities in 21 countries in 19 languages across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated, metropolitan audience of over 18.5 million daily readers and more than 37 million weekly readers. Metro has an equal number of male and female readers and 70% are under the age of 45. Metro's advertising sales have grown at a compound annual rate of 44% since the launch of the first edition in 1995.

Metro International S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen 'O-List' under the symbols MTROA and MTROB.

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