



1 Concorde Gate, Suite 703,
Toronto, Ontario, M3C 3N6
Tel.: (416) 486-4900 - Fax: (416) 482-8097

PRESS RELEASE

FOR IMMEDIATE RELEASE

1.18 million daily readers make for another Metro Canada good news story *2008/09 readership figures solidifies Metro as Canada's most-read free daily newspaper*

Toronto, September 23, 2009 - Metro Canada reinforced its position in the Canadian newspaper landscape as the most-read free daily, according to NADbank 2008/09 results released Sept. 23rd by the Newspaper Audience Databank (NADbank). The results are from fall 2008 to spring 2009.

Metro Canada now reaches 1,180,000 readers every weekday and 2,552,200 weekly readers coast to coast in Halifax, Montreal, Ottawa, Toronto, Calgary, Edmonton and Vancouver. In comparison to the last release (NADbank 2008 results), this represents an increase of 62,800 readers or +6% daily and 155,400 weekly readers.

"We are excited about the ongoing success of Metro. In every market where we publish, we attract more young urban Canadians than any other news brand. And we will continue to further develop our brand in print, on the web and on mobile, to meet the needs of both our readers and advertisers," said Bill McDonald, Group Publisher for Metro English Canada.

Highlights from Metro Canada's publications readership results:

- Metro Montreal reaches 323,800 readers daily, unchanged from 2008
 - Metro Montreal is #1 in composition of adults 18-34 and #2 in reach
 - Metro Montreal has the second highest reach of any daily on the Island of Montreal
- Metro Ottawa is #2 with adults 18-24 and 18-34 (second after the Citizen – passing the Ottawa Sun) on a weekly basis
 - Metro Ottawa reaches 67,900 readers daily, an increase of 10% or 6,400 readers compared to NADbank 2008 results
 - Metro Ottawa is #2 with adults 18-24 and 18-34 (second after the Citizen – passing the Ottawa Sun) on a weekly basis
- Metro Toronto reaches 455,600 readers daily, an increase of 1% or 5,900 readers compared to NADbank 2008 results
 - Metro Toronto is now #2 in the Toronto CMA with adults 18+, 18-34 and 18-49 read yesterday and weekly
 - Metro Toronto's weekday readership is #1 in the City of Toronto with adults 18-34 and 18-49
- Metro Calgary read yesterday is 58,400 an increase of 34% or 14,700 readers compared to NADbank 2007/08 results
 - Metro Calgary had the #1 increase in readers 18-24 and 18-34 on a weekly basis
 - Metro Calgary has passed the Calgary Sun in weekly readership among adults 18-24, and is now #2 in reach with this demographic
- Metro Edmonton read yesterday is 51,300 an increase of 27% or 11,000 readers compared to NADbank 2007/08 results
 - Metro Edmonton had the #1 increase in readers 18-24 and 18-34 on a weekly basis compared to NADbank 07/08 results
- Metro Vancouver had the highest read-yesterday increases in the market, up by 40,900 readers or 29% from NADbank 2008 results
 - Metro Vancouver now reaches 1-in-10 Vancouverites daily, and 1-in-5 over the course of a week
 - Metro Vancouver's average weekday readership is now #2 in net reach with adults 18-24, and #3 with adults 18-34

About Metro

Metro is the nation's No. 1 free national daily newspaper brand and the first national daily to publish in both official languages. In Canada, Metro editions are published in: Halifax, Montreal, Ottawa, Toronto, Calgary, Edmonton and Vancouver. Metro targets 18- to 49-year-olds and has a circulation that now exceeds 800,000.

Metro is the largest international newspaper in the world. Metro is published in over 100 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 17 million daily readers.

For further information please contact:

Bill McDonald
Group Publisher

Metro English Canada
(416) 443-4380
bill.mcdonald@metronews.ca