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FREE COMMUTER NEWSPAPER LAUNCHES IN WASHINGTON METRO AREA

Washington area Metro riders were greeted this morning by the debut of **EXPRESS**, The Washington Post Company's new commuter tabloid newspaper that will be distributed free-of-charge each weekday morning at Metrorail stations, on college campuses, and in other urban locations with heavy daytime sidewalk traffic.

The publication's colorful, convenient format is designed to be read in only 15 to 20 minutes, about the length of the average Metro ride. It features top news highlights from around the country, around the world, and around the region, plus the very best local entertainment listings and helpful consumer features covering a broad range of subject matter, from health and personal finance to careers, travel, personal technology, autos, and real estate. A typical issue will be 20 to 24 pages, with content to be drawn from a variety of news sources and services. The Thursday edition will feature an expanded weekend guide section called Weekend Pass containing recommendations on how to make the most of the upcoming weekend.

"Distributing a free quick-read paper is a great way to serve Washington's Metro-riding community," said **EXPRESS** publisher Christopher Ma. "We expect **EXPRESS** to be popular among public transit commuters and young people who are otherwise infrequent newspaper readers."

Express Publications Company, LLC, a new subsidiary of The Post Company, will oversee the publication, which will have a daily press run of 125,000 copies. The newspaper will be hand-distributed at Metro stations and will also be available via distinctive yellow-and-blue news boxes near station entrances and at other in-town locations.

EXPRESS is edited by Dan Caccavaro, who previously served as the founding Editor-in-Chief of Boston Metro, a free commuter newspaper launched in Boston in 2001. **EXPRESS**'s General Manager is Arnie Applebaum, formerly The Washington Post's manager of recruitment advertising with an extensive background in entrepreneurial publications. The publication's editorial offices are located at 1515 North Courthouse Road, Arlington, VA 22201.

Advertisers in the first issue include Hecht's, Safeway, Riggs Bank, George Washington University, Computer Warehouse, and the DC Lottery. The issue also contains several pages of classified ads.

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