

TRIBUNE365 LAUNCHES LX365 LUXURY MEDIA NETWORK

*Network of Seven Media Properties Offers Fashion and Luxury Advertisers
Unique Access to More Than 23 Million Consumers*

CHICAGO, Oct. 26, 2009--TRIBUNE365 National Solutions Group, the multi-platform sales organization of Tribune Company, today announced the debut of LX365 Luxury Media Network, a partnership of leading major-market media properties targeting affluent and locally-engaged audiences in key upscale markets across the U.S.

The Philadelphia Inquirer, San Francisco Chronicle and Houston Chronicle have joined with current network members Los Angeles Times, Chicago Tribune, Sun Sentinel and The Dallas Morning News to form the seven-property strong network. "With the addition of these three great media properties, LX365 reaches more than a million millionaire households," said Don Meek, president, Tribune365. "Our network includes some of the country's strongest luxury lifestyle markets."

Just in time to drive sales during the upcoming holiday season, LX365 provides fashion, luxury, and beauty advertisers unique access to more than 23 million consumers across print, digital, mobile, broadcast and experiential platforms. Network advertisers can take advantage of preferred and protected main news luxury placements, glossy publications covering the refined lifestyle, and custom-created programs.

"The Philadelphia Inquirer, Daily News and philly.com are all focused on providing ROI and effective solutions for our advertisers," said Howard Griffin, vice president/national advertising, The Philadelphia Inquirer, Daily News and philly.com. "The newly formed LX365 luxury network provides yet another solution for businesses seeking to easily reach an upscale, high-quality audience in key major metropolitan markets."

LX365 provides the national scale and reach that luxury and fashion advertisers want. "The Houston Chronicle is excited about the possibilities of our new partnership," said Ken Whitfield, vice president/display advertising, Houston Chronicle. "Houston has such a strong fashion and design savvy population; making it easier for advertisers to access our market as a part of this network makes perfect sense."

For more information about LX365, visit www.trb365.com/lx365.

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Tribune365 National Solutions Group is the new national, cross-platform sales organization for Tribune Company, offering advertisers customized, innovative, multi-market solutions across all media platforms, including TV, print, digital, mobile, direct and event marketing. For more information about Tribune365, visit www.trb365.com.

TRIBUNE is America's largest employee-owned media company, operating businesses in publishing, interactive and broadcasting. In publishing, Tribune's leading daily newspapers include the *Los Angeles Times*, *Chicago Tribune*, *The Baltimore Sun*, *Sun*

Sentinel (South Florida), *Orlando Sentinel*, *Hartford Courant*, *Morning Call* and *Daily Press*. The company's broadcasting group operates 23 television stations, WGN America on national cable, Chicago's WGN-AM and the Chicago Cubs baseball team. Popular news and information websites complement Tribune's print and broadcast properties and extend the company's nationwide audience. At Tribune we take what we do seriously and with a great deal of pride. We also value the creative spirit and nurture a corporate culture that doesn't take itself too seriously.

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