

FOR IMMEDIATE RELEASE

Tribune Co. Launches National Marketing Initiative

Announces New-Model Integrated Sales Organization, Tribune365

Chicago, IL (Oct 12, 2009) - In a major national marketing initiative, Tribune Co. today announced the launch of **Tribune365** (www.trb365.com), its multichannel sales solutions group providing customized marketing programs to advertisers looking to reach consumers across a variety of media platforms. Tribune365 gives marketers unprecedented, consolidated access to the nation's top markets, and makes its official debut in a national media campaign of its own that breaks today in ad trade publications.

Tribune Co., whose properties across the U.S. include major-market newspapers such as *Los Angeles Times*, *Chicago Tribune* and *Orlando Sentinel*, 23 local TV stations (including KTLA-TV in Los Angeles and WPIX-TV in New York), and radio, digital, and mobile assets, will deliver results for national and local advertisers at a time when they are demanding solutions that work. Tribune365 was recently selected by the *Dallas Morning News* to serve as its national sales representative.

“As a content company, we’re in the business of delivering the local news, information and entertainment that consumers are looking for—when, where and how they want it,” said **Don Meek**, president, Tribune365. “Tribune365 gives our marketing partners unique access to innovative, multi-platform solutions that help reach their target audiences and meet their business goals.”

Specifically, Tribune365’s national marketing initiatives include:

- **National advertising campaign:** Using the tagline “Tribune. We Deliver.”, the campaign includes a series of executions in major advertising publications, both in print and online. In the ads, consumers are depicted in various locations (on the beach, on the train, at home) getting their news from Tribune’s collection of diverse media properties. The campaign positions Tribune as a multimedia company that is innovating amidst the evolving media landscape and delivering news to consumers according to their preferences.
- **Proprietary research:** In partnership with Cincinnati, OH-based firm Personal Media Research, Tribune365 commissioned a national study on local media to more closely examine the way in which consumers get their local news and information, and the way advertising across various media platforms influences their purchase decisions. Among the study’s findings, consumers consider local news and information particularly valuable in their purchase decisions. Newspapers, in particular, rank stronger than all media on key measures related to ad trust and the shopping occasion.

While no single medium has the “magic bullet”, the study finds that the best marketing solutions involve a combination of media—as consumers choose to get their news from a variety of media and platforms throughout the day.

- **Web/podcasts:** Through a microsite, <http://trb365.com/tribunewedeliver>, Tribune365 developed a series of podcasts featuring conversations with key members of the company's leadership team, who speak to the vitality of newspapers and offer insights into how consumers get their local news across a variety of platforms.

"A good offense is always the best defense and we're committed to evolving the business we're in and leveraging the power of our local media assets," said Meek. "We are already seeing positive results from advertisers who have come to us for innovative solutions to connect with their consumers."

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About Tribune365

TRIBUNE365 National Solutions Group is the new national, cross-platform sales team 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, including sales contacts, visit www.trb365.com.

About Tribune Co.

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.