

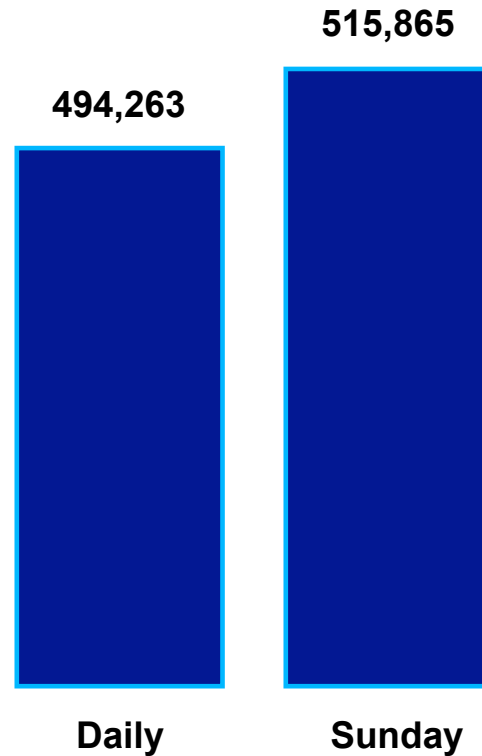
Nearly a half million people buy LANG newspapers every day.

PAID CIRCULATION

LANG circulation ranks as the 2nd largest daily & Sunday among all Southern California newspapers.

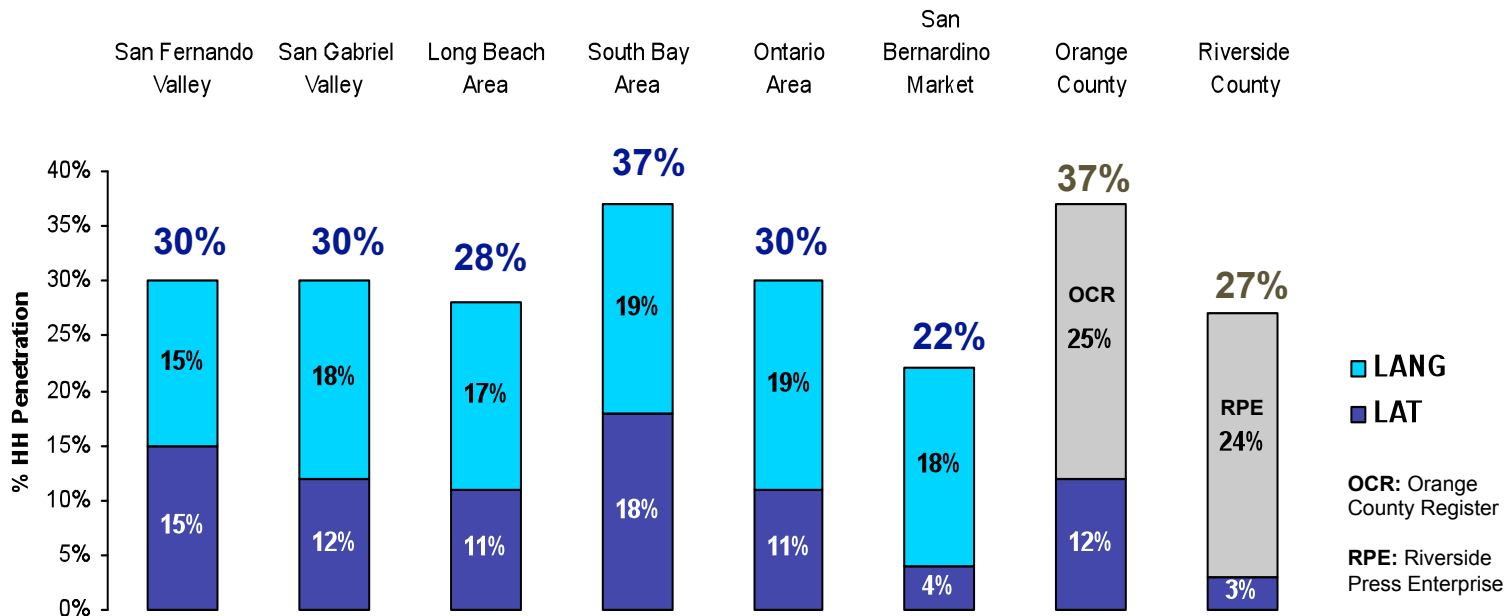
LANG circulation ranks as the 9th largest daily and the 15th largest Sunday in the nation*

Source: 3/08 ABC Audit. *does not include USA Today, WSJ or NYT.



LANG more than doubles the impact of only one newspaper.

Potential Total Penetration by Adding the Los Angeles Newspaper Group



Note: Potential penetration includes duplication.

Source: 3/08 ABC Audit.