

**FOR IMMEDIATE RELEASE**

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952-935-0078**Novus and Tribune Media Net Expand Partnership  
To Include Local Online Advertising**

— McClatchy, E.W. Scripps, Media News Group, Clarity Media Group, and Others  
Also Partner with Novus for Local Online Advertising —

**Chicago, August 12, 2008** — Novus Media Inc., one of the top ten media agencies in the U.S., and Tribune Media Net, the national advertising sales organization for major market newspapers within the Tribune Company, (NYSE:TRB) announced an expanded partnership to provide local online advertising to Novus' roster of direct response, national, and retail clients.

Novus has had a long-standing partnership with Tribune Media Net whose newspapers reach 8 million readers daily and 11 million on Sunday in such key markets as New York, Chicago, and Los Angeles among others. The expanded partnership now includes Tribune websites, which draw 15.5 million visitors a month. This partnership is significant to advertisers because the newspaper media audience — combined print and online readers — is growing. "What made the opportunity for an expanded partnership so attractive was Novus' advertising expertise in both traditional and emerging newspaper products," said Kenneth DePaola, president of Tribune Media Net. "Novus has been an excellent partner over the years, and we



are proud to offer their clients the value and flexibility of coordinated campaigns among the Tribune's print and online properties."

"Novus offers its clients the freedom to quickly, effectively, and strategically advertise in newspapers, newspaper websites, or a combination of both," said Brian Burke, Novus' chief executive officer. "Novus accomplishes this through partnerships like the one with Tribune Media Net, which combines strategy and technology in a way that is both valuable and cost-effective for our clients.

"Newspaper readership and advertising are evolving and it is important to develop means for staying ahead of the curve," Burke continued. "Creating programs and partnerships that recognize the changes in newspaper media consumption not only provide value to advertisers, but also sustainable growth for newspapers."

In addition to Tribune Media Net, Novus has partnership agreements with McClatchy, E.W. Scripps, Media News Group, Clarity Media Group, Hearst, Gannett, and other publishers for traditional and local online advertising across all 210 Designated Market Areas (DMAs) in the United States.

Novus manages every aspect of traditional and online print campaigns, from overall placement strategy to reporting and analysis, and has grown by more than 40 percent during the last three years.

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**About Novus**

Minneapolis-based Novus is one of the largest U.S. media buyers, specializing in campaigns that utilize print and online media both individually and together. With more than 20 years of experience, Novus offers a comprehensive approach that achieves value through deep consumer insights, innovative strategy and solid media planning. Novus is unique in the industry for its focus on Trusted Content Consumers—audiences who respond to ads that appear within the trusted, locally relevant content of local and national newspapers, consumer magazines, websites and other digital properties. Visit [www.novusmediainc.com](http://www.novusmediainc.com) or call 888-229-4656 to learn more about powering your next print or online campaign with Novus.