

EFFECTIVE MARCH 2, 2009

Idaho Statesman
The Newspaper of the Treasure Valley
IDAHOSTATESMAN.COM

Marketing Information

The Idaho Statesman is based in Boise and serves one of the most progressive and fastest-growing communities in the nation. Our primary market consists of Ada and Canyon Counties, affectionately known as The Treasure Valley of Idaho. The community is driven by active, young adults working in a diverse economy, led by a thriving high-tech industry which includes the world headquarters for Micron and a major campus for Hewlett-Packard. In fact, Forbes recently ranked Boise fourth among all communities for the best places in the country for business and careers.

Other facts of interest about Boise's impressive market:

- The Treasure Valley is expected to grow 14.3 percent from 2008 to 2013.
- 84 percent of Treasure Valley adults accessed the internet in the past 30 days, placing it in the top 20 markets nationally.
- A striking 84 percent of Treasure Valley adults participate in outdoor activities.

The Idaho Statesman and IdahoStatesman.com deliver superior quality products that are the primary print and online news and information sources for Treasure Valley adults. Even better, both reach educated, high-income adults that are ready, willing and able to buy! The Idaho Statesman reaches almost 6 out of 10 Treasure Valley adults each week, including 43 percent of adults each weekday and 56 percent every Sunday.* IdahoStatesman.com reaches more adults in the market each day than any other local media website. In fact, of Treasure Valley adults who go online each day, 1 in 4 visit IdahoStatesman.com.

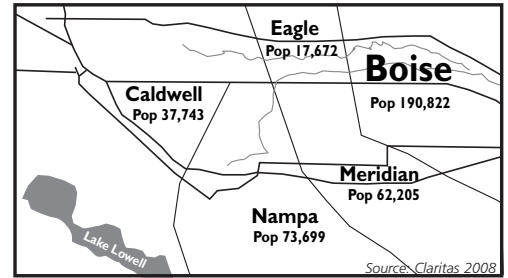
* Media Audit 2008

Employment Advertising

The Idaho Statesman and IdahoStatesman.com are the number 1 source for employment advertising.

The Idaho Statesman and IdahoStatesman.com reach:

- 81% of Treasure Valley adults who regularly or occasionally read the employment classifieds.
- 74% of Treasure Valley adults who regularly or occasionally visit employment classified websites...

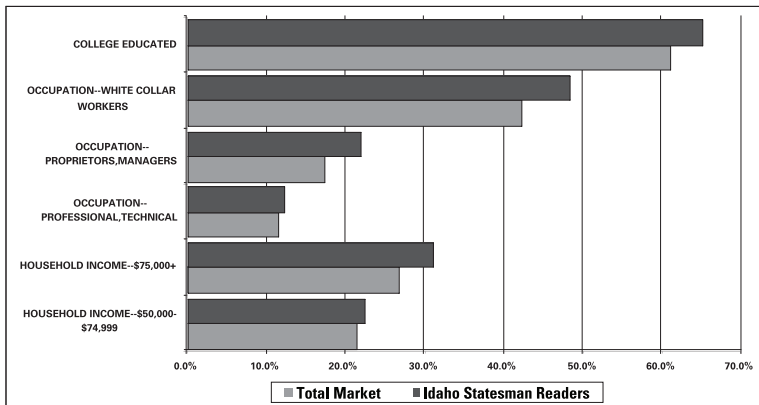


Boise MSA Snapshot

- MSA Population, 2008—594,998
- Median Age—33.9 Years
- Civilian Labor Force—300,757
- Unemployment Rate—2.2
- Avg. Travel Time to Work— 23 min.
- Elevation—2,842 feet
- Sunshine Days—234
- Median Home —\$188,846
- Average Rent—\$704
- Persons w/college degree—121,378

Source: Claritas 2008, Idaho Department of Labor, NAR

Idaho Statesman readers are better educated more affluent and have more professional jobs than the market.



Source: The Media Audit 2008