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**ERIC GRILLY TO JOIN PHILADELPHIA MEDIA HOLDINGS TO LEAD ALL ONLINE
BUSINESSES**

Top MediaNews Group Executive to Direct philly.com and All Online Initiatives

PHILADELPHIA, March 8, 2007 – Brian P. Tierney, CEO of Philadelphia Media Holdings (PMH) and Publisher of The Philadelphia Inquirer and Daily News, today announced that Eric Grilly, one of the most widely-respected digital executives in the news and information industry, will join Philadelphia Media Holdings as President of philly.com, the region’s #1 website, and will lead all online initiatives for the company. Mr. Grilly, who will report to Mr. Tierney, will be responsible for all digital operations including strategy, content, new product development, revenue generation, business development, finance and technology.

“If you had to count the top online executives in the news and information space on one hand, Eric would be among the most talented and knowledgeable,” said Mr. Tierney. “Eric is a terrific addition to our team and will help us greatly accelerate what has been a period of tremendous growth over the last six months. He is smart, entrepreneurial and has been involved in some of the most important online initiatives that the newspaper industry has experienced. His career has spanned the migration of the newspaper industry into the digital realm.”

“I am looking forward to joining Philadelphia Media and the philly.com team,” said Mr. Grilly. “I can’t think of a better place to be than in Philadelphia. There is a tremendous foundation for even greater digital growth and for the development of new digital properties,” said Mr. Grilly. “This ownership group made history and I am thrilled to join this entrepreneurial team and to be associated with two of the most respected journalistic names in the business – The Philadelphia Inquirer and Daily News. I look forward to building on this great journalistic heritage to accelerate our movement into the digital world.”

Mr. Grilly joined the MediaNews Group organization in 1999, where he was responsible for the strategic direction of interactive media for the company and managed the company’s strategic investments in core businesses and technologies that support some of MediaNews Group’s largest interactive revenue streams. Prior to his corporate position with MediaNews Group, Mr. Grilly was the

Vice President of Interactive Media at the Denver Post, responsible for DenverPost.com. Under his leadership, DenverPost.com established itself as the most trafficked news and information Web site in Colorado, and was recognized by The Industry Standard as one of the biggest gainers in their “Most Addictive Sites on the Web in 1999”.

“Philly.com’s web traffic has increased more than a third over the last year with monthly page views growing to over 31 million compared to under 23 million in the same period last year,” said Mr. Tierney. “In addition, the successful recent launch of *phillycars.com* demonstrates how philly.com is the cornerstone but not the only part of our online strategy. We expect to continue the growth of our digital properties by launching new products and services that enhance the lives of our readers and offer powerful opportunities for our advertisers.”

Mr. Grilly joins a growing list of well-respected, high profile new executives who have recently joined Philadelphia Media Holdings including Bill Marimow, editor of The Inquirer, who came from National Public Radio; Mark Frisby, Executive Vice President, who came from Gannett’s Courier Post; Ed Mahlman, Chief Marketing Officer, most recently director of the Pennsylvania Lottery; Sherry Phillips and Pat Dignan appointed Director of business development and Director of online advertising sales, respectively, who came from Forbes magazine and Forbes.com. The Grilly announcement comes immediately after this week’s naming of Tom Geonnotti as Director of display advertising, who joined from Gannett’s Courier Post.

Mr. Grilly graduated from the University of California, Davis, in 1993 with a degree in Economics. He is currently a member of YPO International and serves as the President of the Newspaper Association of America’s Digital Federation Board. Mr. Grilly will relocate to Philadelphia with his wife, Terena, who has relatives in the region.

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About Philadelphia Media Holdings, LLC

Philadelphia Media Holdings, LLC, is the leading media company in the Philadelphia, the fourth largest DMA in the U.S. Privately held and locally owned, PMH is the owner of The Philadelphia Inquirer, Daily News, philly.com, related online products and several community newspapers. With almost one million people reading The Inquirer each day, and 1.8 million on Sundays, The Inquirer is the region’s most-read daily newspaper. Together with the Daily News, the #1 tab newspaper in the region, and philly.com, the #1 website in the region, Philadelphia Media Holdings, LLC, reaches almost 2 million people daily