



FOR IMMEDIATE RELEASE

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PHILLY.COM LAUNCHES DAILY BUSINESS SHOW

PHILADELPHIA, Feb. 20, 2008 – This week philly.com launched *Philadelphia Business Today*, a daily online show focused on business news in the Philadelphia region. Sponsored by ING DIRECT, and hosted by Philadelphia Inquirer Business Columnist Mike Armstrong, this innovative business show delivers a quick and powerful recap of the biggest local business headlines of the morning with insight, context and features available no where else. It is the only daily business show backed by the largest news staff in the region.

“This will become a daily resource for every business person in the region to understand and act on the business news of the day,” Eric Grilly, president of philly.com, said.

“Mike’s wealth of knowledge on this topic and the editorial support from the Inquirer will make *Philadelphia Business Today* valuable to everyone watching.”

With over 20 years of experience reporting on business news in Philadelphia, Armstrong’s expertise will enrich *Philadelphia Business Today* by giving his views on the news of the day in the segment “Mike Armstrong’s Three Questions.” Weekly segments will include “On the Contrary,” when Mike tackles conventional wisdom and turns it on its head; “Deal of the Week” will feature Inquirer reported Joe DiStefano who will get inside the most interesting transaction of the week, providing context, insight and analysis; “Winners and Losers” will look at which stocks of local interest peaked, and which got stuck in the valley on Wall Street.

“We were looking for creative ways to let Philadelphia know about our new online checking account, Electric Orange,” John Owens, Head of Marketing for ING DIRECT, said. “Sponsoring The Philadelphia Business Today show will help us build awareness of our innovative product through an equally innovative program.”

Philadelphia Business Today is posted on philly.com Monday through Friday at 1 p.m., and is included in the daily Inquirer Business Update email sent out every afternoon.

About Philadelphia Media Holdings

Philadelphia Media Holdings, LLC, is the leading media company in the Philadelphia region. 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 1.6 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, which reaches 500,000 readers each week, and philly.com, the #1 website in the region, Philadelphia Media Holdings, LLC, reaches almost 2 million people each day.

About ING DIRECT

ING DIRECT helps consumers save their money with simple to use and direct savings, investment, and lending services. It is the nation’s largest direct bank, third largest thrift in the country with 6.5 million customers, and has \$80 billion in assets. (Editors note: ING DIRECT is always capitalized).

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