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**CONTACT: Melissa Steven
PHONE: 215-854-2838**

INTRODUCING RESEARCHLAB™ SERVICE

PHILADELPHIA, Feb. 20, 2008 – Philadelphia Media Holdings has introduced *ResearchLab™*, an innovative market research service that offers advertisers a unique means to understand the Philadelphia market and its consumers as no other research can provide.

“We’re taking the success of *MediaLab™*, the nationally-recognized ‘major trend’ for 2008 and extending it to market research,” Chief Marketing Officer Ed Mahlman, said. “We’re providing, at no additional cost to our advertisers, a valuable service covering ad performance and market characteristics that other media just don’t provide.”

ResearchLab™ is another step in a series of innovations developed by Philadelphia Media Holdings CEO Brian Tierney and the local owners who purchased The Inquirer, Daily News and philly.com in 2006.

“Our local ownership has brought a different perspective to the way we are doing research for our advertisers,” Brian Tierney said. “As a former advertising agency head, I know advertisers want ad performance and accountability. *ResearchLab™* is a big step to help our advertisers make sure that every dollar they spend on advertising in our media is spent wisely.”

ResearchLab™ is not only revolutionizing the way market research is conducted but the focus of the research as well. Using a year-long trend survey with over 6,000 interviews, an online panel with more than 1,300 panelists to test the effectiveness of ads and backed by 5 research analysts, the data collected will produce the best insight available on the Philadelphia market.

MediaLab™, the creative group within Philadelphia Newspapers, finds inventive ways for advertisers to use newspaper space through creative ad positions and shapes. Their ads can also be evaluated to produce the best response from target consumers.

Among other things, *ResearchLab™* will be able to measure an ad’s stopping power, demand for action, readers’ responses and brand recognition. As a result, advertisers will receive customized research that shows them how effective their ads are.

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.

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