



**FOR IMMEDIATE RELEASE**

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**VETERAN REPORTER VERNON LOEB NAMED  
*THE PHILADELPHIA INQUIRER* METROPOLITAN EDITOR**

PHILADELPHIA, February 13, 2007 - Philadelphia Inquirer Editor Bill Marimow announced today that, beginning in March, former Inquirer reporter Vernon Loeb will rejoin the paper's staff as the new Metropolitan Editor. During his 15-year career from 1979 to 1994 with The Inquirer Mr. Loeb covered everything from City Hall to Tiananmen Square, as well as Harrisburg and the first Gulf War.

"Vernon Loeb was one of the best reporters to ever set foot in The Inquirer newsroom: His work from Harrisburg, City Hall, the city schools beat, China and the Philippines distinguished the pages of the newspaper," said Philadelphia Inquirer Editor Bill Marimow. "Since then, at The Washington Post and the Los Angeles Times, his work as a reporter and an editor has added to his experience and his stature. Having him back at The Inquirer will be great for our readers, our staff and for me. We welcome Vernon back."

Since 2004, Mr. Loeb has served as the California Investigations Editor at the Los Angeles Times. He oversaw the work of at least ten investigative reporters, some of whom were Pulitzer award finalists in investigative reporting and others whose outstanding journalism was recognized by, among others, the prestigious Scripps Howard, Sigma Delta Chi, AP Managing Editors, LA Press Club, Haywood Broun, and AP State Public Service awards.

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Mr. Loeb left the Inquirer in 1994 to write for the Washington Post, where he first served as a City Hall Reporter, then National Security Correspondent and, finally, Pentagon Correspondent. His assignments included covering Defense Secretary Donald Rumsfeld and the U.S. Military, which ultimately led him to complete a five-week tour in Iraq where he was embedded in several different military divisions.

“Some of the most memorable moments of my career occurred during my time at the Philadelphia Inquirer. I am truly excited for the opportunity to once again share my passion for news reporting with the people of this great city,” said Mr. Loeb.

Mr. Loeb received his Bachelor of Arts in Journalism in 1978 from the University of North Carolina Chapel Hill. He currently lives in Pasadena, California with his wife Patti and their four children.

“The Philadelphia legends are returning to Philadelphia,” said Philadelphia Inquirer Publisher Brian Tierney. “Bringing Vernon back shows our commitment to quality journalism and our continued effort to strengthen the newsroom.”

#### About Philadelphia Media Holdings, LLC

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 1.8 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 each day.

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