

FOR IMMEDIATE RELEASE

Philly.com Joins Yahoo! and the Newspaper Consortium to Distribute Local Content and Leverage Online Advertising Technology

Yahoo! Newspaper Consortium Members Now Include 19 Publishing Companies Representing More Than 21 Million Readers

Sunnyvale, CA – August 16, 2007 – Yahoo! Inc. (Nasdaq: YHOO) today announced that it has expanded its growing network of newspaper partnerships to include Philly.com, online home of the *Philadelphia Inquirer* and the *Philadelphia Daily News*. With the addition of Philly.com and four other newspaper partners since April, the Newspaper Consortium now includes 19 publishing companies representing nearly 400 daily newspapers reaching a total circulation of more than 21 million readers.

“With the addition of Philly.com to the Newspaper Consortium, the momentum continues. The open nature of the partnership between the newspapers and Yahoo! has made this the solution of choice for the newspaper industry,” said Hilary Schneider, executive vice president, Local Markets and Commerce Division and the Yahoo! Publisher Network. “Consortium members see the benefit in combining the newspapers’ own unmatched local news and deep local advertising relationships with Yahoo!’s leading technologies and extensive online audience.”

“Working with Yahoo! as a member of its Newspaper Consortium will give Philly.com the opportunity to share its award-winning local content with its users and advertising with Yahoo!’s 131 million monthly visitors*, targeting those with interest in the Philadelphia area,” said Eric Grilly, president, Philly.com. “Being part of this unparalleled network will bring best-of-breed tools and resources to our local customers.”

Grilly, former president and CEO of MediaNews Group Interactive, has been a key advocate of the Newspaper Consortium since it was established in November 2006. MediaNews Group was one of the initial members of the Newspaper Consortium.

Among the benefits to Philly.com and Yahoo! are:

- Enhancing online revenue for Philly.com using Yahoo!’s industry-leading display advertising technology;
- Leveraging Yahoo!’s national online advertising sales force to promote Philly.com inventory to national advertisers;
- Having Philly.com’s sales force represent Yahoo! to its local clients;
- Implementing Yahoo!’s paid search technology across Philly.com; and
- Distributing Philly.com’s high-quality local content across the Yahoo! network in places where Yahoo! users have interest in Philadelphia’s local news, sports, finance and in other vertical content areas.

In addition to Philly.com, other newspaper partners that have joined the Newspaper Consortium since April include:

GateHouse Media, Inc., headquartered in Fairport, New York, joined the Yahoo! HotJobs component of the newspaper partnership in May of this year. GateHouse Media, Inc. is one of the largest publishers of locally-based print and online media in the United States as measured by its 87 daily publications.

Paxton Media Group also joined the Newspaper Consortium as part of the Yahoo! HotJobs component. Paxton publishes 31 daily newspapers in the South and Midwest including *The (Durham) Herald-Sun* and *The Paducah Sun*.

The Tribune Review Publishing Company owns 7 daily newspapers, including the Pittsburgh Tribune-Review. Its newspapers' online career sections will be powered by Yahoo! HotJobs and co-branded between Yahoo! and the local newspapers.

The Day Publishing Company, publishes The Day, a daily newspaper covering a 20-town region in Eastern Connecticut. The Day will participate in all aspects of the Newspaper Consortium.

Other Yahoo! Newspaper Consortium members include: Belo Corp.; Calkins Media, Inc.; Cox Newspapers; The E.W. Scripps Company; Hearst Newspapers; Herald Media, Inc.; Journal Register Company; Lee Enterprises; McClatchy Company; Media General, Inc.; Morris Communications Company, LLC; MediaNews Group, Inc.; Paddock Publications, Inc; and Times-Shamrock Communications. The newspapers in this Consortium include major market dailies such as *The Atlanta Journal-Constitution*, *The Boston Herald*, *The Commercial Appeal* (Memphis), *The Dallas Morning News*, *The Denver Post*, *The Florida Times-Union*, *Houston Chronicle*, *The Miami Herald*, *New Haven Register*, *Rocky Mountain News*, *St. Louis Post-Dispatch*, *The Sacramento Bee*, *San Francisco Chronicle*, *San Jose Mercury-News* and *The Tampa Tribune*.

**131 million unique visitors per ComScore, July 2007*

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo!'s mission is to connect people to their passions, their communities, and the world's knowledge. Yahoo! is headquartered in Sunnyvale, California. Yahoo! and the Yahoo! logo are trademarks and/or registered trademarks of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owners.

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 1.6 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 GateHouse Media, Inc.

GateHouse Media, Inc., headquartered in Fairport, New York, is one of the largest publishers of locally based print and online media in the United States as measured by its 87 daily publications. GateHouse Media currently serves local audiences of more than 10 million per week across 20 states through hundreds of community publications and local websites. GateHouse Media is traded on the New York Stock Exchange under the symbol "GHS."

About Paxton Media Group

Paxton Media Group is a fourth-generation, family-owned media company, founded in 1896 and based in Kentucky. Paxton Media Group currently publishes a total of 31 daily newspapers - nine in Indiana, seven in North Carolina, four in Arkansas, three each in Georgia and Kentucky, and one each in Louisiana, Michigan, Mississippi and Tennessee. Combined daily circulation of the newspapers is approximately 370,000. The company also publishes more than 14 paid weekly newspapers and numerous specialized publications in the markets it serves.

About Tribune Review Publishing Company

The Tribune Review Publishing Company owns and operates 7 daily newspapers in Southwestern Pennsylvania, including the Tribune-Review in Greensburg, the Pittsburgh Tribune-Review, the Daily Courier in Connellsville, The Valley Independent in Monessen, the Valley News Dispatch in Tarentum, the Leader Times in Kittanning and The Daily News in McKeesport; along with 24 weekly community newspapers, four quarterly lifestyle magazines and over 30 websites including www.PittsburghLIVE.com, www.PAJobMatch.com, www.TribTotalMedia.com and 3CDepot.com.

About The Day Publishing Company

The Day Publishing Co. is an independent information company founded in 1881. With The Day newspaper and theday.com, it is the leading news and information provider in Eastern Connecticut, and offers an integrated weekly market reach of 75%.

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