



FOR IMMEDIATE RELEASE
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Media General TV Stations & Web Sites Join Networks for National *Stand Up To Cancer* Telethon with Local Fundraising

RICHMOND, Va. – Media General, Inc. (NYSE: MEG) today announced its support of a historic live primetime national television collaboration, *Stand Up To Cancer*, on September 5, as well as local efforts to raise money to fight cancer in television markets.

“Our stations are going above and beyond just carrying the nationally televised primetime fundraising event. They are supporting and representing their communities by extending fundraising efforts in each market. Media General shares the industry’s goal to rally to end cancer’s reign as a leading cause of death,” said Media General Broadcast Division President Jim Zimmerman. “Many of our stations will raise local funds to be donated to hospitals in their area.”

The *Stand Up To Cancer* telethon will air on ABC, CBS and NBC at 8 p.m. EST on September 5, featuring celebrities from film, television, sports, journalism and music, to help raise funds and create awareness for cancer research. All Media General stations affiliated with the three networks will begin fundraising in their newscasts that afternoon, and then present their own shows prior to the start of the networks' primetime event. In addition, Media General stations are working with other local affiliates to coordinate market-wide efforts, similar to the networks.

Stand Up To Cancer was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways. For more information, visit www.standup2cancer.org.

About Media General

Media General is a leading provider of local news, information and entertainment over multiple media platforms. The company serves markets primarily in the Southeastern United States. Media General publishes 25 daily newspapers, including The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; and community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; plus approximately 275 weekly newspapers and other targeted publications. The company owns and operates 20 network-affiliated television stations that reach approximately 30 percent of the television households in the Southeast and nearly 9 percent of those in the United States. The company’s interactive media operations include Web sites and portals that are associated with each of its newspapers and television stations as well as with many specialty publications, and two growing interactive advertising services companies, Blockdot, Inc. and DealTaker.com.

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