

**MEDIA GENERAL, INC.**  
**Revenues and Page Views**

	June			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
<b>Revenues (000)</b>						
Publishing	\$ 33,541	\$ 39,590	(15.3)%	\$ 227,246	\$ 269,556	(15.7)%
Broadcast	25,377	26,264	(3.4)%	157,142	163,007	(3.6)%
Interactive Media	3,468	3,181	9.0 %	18,232	17,218	5.9 %
Eliminations	(563)	(485)	(16.1)%	(3,276)	(3,302)	0.8 %
Total Revenues	<u>\$ 61,823</u>	<u>\$ 68,550</u>	<u>(9.8)%</u>	<u>\$ 399,344</u>	<u>\$ 446,479</u>	<u>(10.6)%</u>
Discontinued Operations <sup>1</sup>	<u>\$ 2,051</u>	<u>\$ 2,955</u>	<u>(30.6)%</u>	<u>\$ 16,729</u>	<u>\$ 18,503</u>	<u>(9.6)%</u>
<b>Selected Publishing Revenues by Category (000)</b>						
Classified	\$ 10,059	\$ 14,245	(29.4)%	\$ 69,453	\$ 97,357	(28.7)%
Retail	14,570	15,749	(7.5)%	99,054	108,309	(8.5)%
National	2,490	3,097	(19.6)%	15,799	19,778	(20.1)%
Other	476	452	5.3 %	2,863	3,031	(5.5)%
Total Advertising	<u>\$ 27,595</u>	<u>\$ 33,543</u>	<u>(17.7)%</u>	<u>\$ 187,169</u>	<u>\$ 228,475</u>	<u>(18.1)%</u>
Circulation	<u>\$ 4,743</u>	<u>\$ 4,822</u>	<u>(1.6)%</u>	<u>\$ 31,768</u>	<u>\$ 33,125</u>	<u>(4.1)%</u>
<b>Broadcast Time Sales (gross) (000)</b>						
Local	\$ 16,133	\$ 16,720	(3.5)%	\$ 101,359	\$ 104,764	(3.3)%
National	8,499	9,927	(14.4)%	53,782	63,509	(15.3)%
Political	813	242	236.0 %	7,250	1,081	---
Total Time Sales	<u>\$ 25,445</u>	<u>\$ 26,889</u>	<u>(5.4)%</u>	<u>\$ 162,391</u>	<u>\$ 169,354</u>	<u>(4.1)%</u>
<b>Online Total Page Views (000)</b>						
Total Web Sites (Excluding Advertising Services)	56,779	51,621	10.0 %	372,801	340,865	9.4 %

Notes: All data are subject to later adjustment.

<sup>1</sup> Discontinued operations include the following TV Stations: WMBB in Panama City, Florida; KALB/NALB in Alexandria, Louisiana; WNEG in Toccoa, Georgia; WTVQ in Lexington, Kentucky and WCWJ in Jacksonville, Florida.