

MEDIA GENERAL, INC.
Revenues and Page Views

	August			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 33,271	\$ 39,896	(16.6)%	\$ 299,514	\$ 357,525	(16.2)%
Broadcast	29,579	26,469	11.7 %	212,852	217,684	(2.2)%
Interactive Media	3,421	3,008	13.7 %	25,383	23,755	6.9 %
Eliminations	(534)	(600)	11.0 %	(4,364)	(4,507)	3.2 %
Total Revenues	<u>\$ 65,737</u>	<u>\$ 68,773</u>	<u>(4.4)%</u>	<u>\$ 533,385</u>	<u>\$ 594,457</u>	<u>(10.3)%</u>
Discontinued Operations ¹	<u>\$ 802</u>	<u>\$ 3,000</u>	<u>(73.3)%</u>	<u>\$ 19,013</u>	<u>\$ 24,822</u>	<u>(23.4)%</u>

Selected Publishing Revenues by Category (000)

Classified	\$ 9,217	\$ 13,513	(31.8)%	\$ 90,316	\$ 128,132	(29.5)%
Retail	15,068	17,036	(11.6)%	131,361	144,878	(9.3)%
National	2,362	2,799	(15.6)%	20,590	25,816	(20.2)%
Other	548	556	(1.4)%	3,892	4,115	(5.4)%
Total Advertising	<u>\$ 27,195</u>	<u>\$ 33,904</u>	<u>(19.8)%</u>	<u>\$ 246,159</u>	<u>\$ 302,941</u>	<u>(18.7)%</u>
Circulation	<u>\$ 4,827</u>	<u>\$ 4,834</u>	<u>(0.1)%</u>	<u>\$ 42,469</u>	<u>\$ 44,033</u>	<u>(3.6)%</u>

Broadcast Time Sales (gross) (000)

Local	\$ 17,866	\$ 15,802	13.1 %	\$ 136,318	\$ 137,949	(1.2)%
National	11,156	11,529	(3.2)%	73,152	85,861	(14.8)%
Political	1,960	299	---	10,686	1,854	---
Total Time Sales	<u>\$ 30,982</u>	<u>\$ 27,630</u>	<u>12.1 %</u>	<u>\$ 220,156</u>	<u>\$ 225,664</u>	<u>(2.4)%</u>

Online Total Page Views (000)

Total Web Sites (Excluding Advertising Services)	65,581	55,931	17.3 %	510,444	463,118	10.2 %
---	--------	--------	--------	---------	---------	--------

Notes: All data are subject to later adjustment.

¹ 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.