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The New Richmond.com is Here
Expanded content, new design and friendlier navigation highlight Web site

Richmond, Va. – Richmond.com has officially re-launched, unveiling a fresh new design, expanded content and friendlier navigation as the Web site redefines itself as “the online home for fun things to do in Richmond.” The site provides users with a number of new features while serving as the primary entertainment and social portal for the Richmond, Virginia, area.

“We are very excited to offer the Richmond community a new model for finding ‘things to do’ and news from multiple resources that will give our users an online experience unlike anything else in town,” said Michael Fibison, General Manager of Richmond.com. “Our entertainment content will feature the most comprehensive events calendar in Richmond. We hope it will become the go-to source for finding out what’s going on in the community, where to go and what to do in leisure time, and what people are talking about. We will provide the opportunity for a community conversation online where people with common interests can connect and help make our community a better place to live, work and play.”

Richmond.com will absorb inRich.com, and become the primary gateway for entertainment news and other information about the Richmond area.

“Richmond.com will continue to exist as an independent voice in the community,” said Fibison. “Our approach is to keep the best of what Richmond.com has been to its loyal users and add new features that will please them and attract new users.”

Some of the highlights and new features of the Web site include an expanded entertainment database, a social platform that allows users to comment, upload photos and interact with other social networking sites, and a news section reporting stories from various news organizations within the community. The Web site will also feature a new directory of Richmond businesses, national job listings powered by Yahoo! HotJobs and exclusive MLS listings for the Richmond area.

Richmond.com will also serve as a platform to connect consumers with advertisers. Richmond.com offers Yahoo! Behavioral Targeting, which delivers specific ads to users based on the content they are viewing and search patterns to place specific messages in front of consumers that will relate to their interests. Richmond.com also will feature Text Mobile Solutions, which sends coupons, product specifications, service reminders and loyalty programs to subscribers through their cell phones or other mobile devices.

Richmond.com

Richmond.com is the premiere online portal in the Greater Richmond, Virginia area. With well over 100,000 unique visitors generating close to 1 million pages of content to user requests each month, Richmond.com has quickly proven it reflects both the personality and interests of the Richmond marketplace at large—in essence, it is Richmond online. It has fast become a favorite Web site for

Richmonders as well as an invaluable resource for local advertisers seeking affordable, innovative ways to reach their target audience. In addition to its online marketing services, Richmond.com also offers a variety of established services, including business directories, Yahoo! behavioral targeting, and text mobile solutions. Richmond.com is owned and operated by Media General, headquartered in Richmond, Virginia.

CONTACT:

Ray Kozakewicz
Corporate Media Relations Manager
804.649.6748
rkozakewicz@mediageneral.com
www.richmond.com