

MEDIA GENERAL, INC.
Revenues and Page Views For the Period Ended December 28, 2008

| | December | | | Year-to-Date | | |
|--|------------------|------------------|----------------|-------------------|-------------------|----------------|
| | 2008 | 2007 | % Change | 2008 | 2007 | % Change |
| Revenues (000) | | | | | | |
| Publishing | \$ 32,940 | \$ 38,937 | (15.4)% | \$ 443,334 | \$ 531,506 | (16.6)% |
| Broadcast | 20,545 | 27,015 | (23.9)% | 324,689 | 338,384 | (4.0)% |
| Interactive Media | 3,133 | 2,676 | 17.1 % | 38,668 | 35,883 | 7.8 % |
| Eliminations | (505) | (606) | 16.7 % | (6,657) | (6,997) | 4.9 % |
| Total Revenues | <u>\$ 56,113</u> | <u>\$ 68,022</u> | <u>(17.5)%</u> | <u>\$ 800,034</u> | <u>\$ 898,776</u> | <u>(11.0)%</u> |
| Discontinued Operations ¹ | <u>\$ 561</u> | <u>\$ 2,928</u> | <u>(80.8)%</u> | <u>\$ 21,939</u> | <u>\$ 39,240</u> | <u>(44.1)%</u> |
| Selected Publishing Revenues by Category (000) | | | | | | |
| Classified | \$ 5,931 | \$ 9,397 | (36.9)% | \$ 122,845 | \$ 179,671 | (31.6)% |
| Retail | 17,104 | 19,599 | (12.7)% | 202,124 | 225,728 | (10.5)% |
| National | 2,699 | 2,890 | (6.6)% | 31,515 | 38,357 | (17.8)% |
| Other | 1,026 | 939 | 9.3 % | 6,568 | 6,738 | (2.5)% |
| Total Advertising | <u>\$ 26,760</u> | <u>\$ 32,825</u> | <u>(18.5)%</u> | <u>\$ 363,052</u> | <u>\$ 450,494</u> | <u>(19.4)%</u> |
| Circulation | <u>\$ 5,136</u> | <u>\$ 4,859</u> | <u>5.7 %</u> | <u>\$ 64,526</u> | <u>\$ 64,970</u> | <u>(0.7)%</u> |
| Broadcast Time Sales (gross) (000) | | | | | | |
| Local | \$ 13,495 | \$ 16,171 | (16.5)% | \$ 194,534 | \$ 213,092 | (8.7)% |
| National | 7,101 | 9,659 | (26.5)% | 104,055 | 130,801 | (20.4)% |
| Political | 69 | 973 | (92.9)% | 38,124 | 6,774 | --- |
| Total Time Sales | <u>\$ 20,665</u> | <u>\$ 26,803</u> | <u>(22.9)%</u> | <u>\$ 336,713</u> | <u>\$ 350,667</u> | <u>(4.0)%</u> |
| Online Total Page Views (000) | | | | | | |
| Total Web Sites (less discontinued operations) (Excluding Advertising Services) | 52,205 | 47,766 | 9.3 % | 750,371 | 675,833 | 11.0 % |

NAll 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.