

CONSOLIDATED STATEMENTS OF OPERATIONS

| | Thirteen Weeks Ending | | Twenty-Six Weeks Ending | |
|--|------------------------------|--------------------------|--------------------------------|--------------------------|
| | June 27, 2010 | June 28, 2009 | June 27, 2010 | June 28, 2009 |
| <i>(Unaudited, in thousands except per share amounts)</i> | | | | |
| Revenues | | | | |
| Publishing | \$ 82,905 | \$ 89,305 | \$ 164,203 | \$ 179,037 |
| Broadcast | 72,509 | 64,124 | 139,594 | 123,977 |
| Digital media and other | 10,748 | 9,958 | 21,229 | 19,506 |
| Total revenues | <u>166,162</u> | <u>163,387</u> | <u>325,026</u> | <u>322,520</u> |
| Operating costs: | | | | |
| Employee compensation | 72,445 | 73,587 | 148,037 | 160,151 |
| Production | 36,831 | 39,527 | 72,364 | 83,129 |
| Selling, general and administrative | 26,904 | 21,559 | 52,233 | 46,770 |
| Depreciation and amortization | 13,697 | 15,057 | 27,398 | 30,375 |
| Total operating costs | <u>149,877</u> | <u>149,730</u> | <u>300,032</u> | <u>320,425</u> |
| Operating income | <u>16,285</u> | <u>13,657</u> | <u>24,994</u> | <u>2,095</u> |
| Other income (expense): | | | | |
| Interest expense | (17,089) | (11,257) | (36,912) | (21,229) |
| Loss on sale of investments | --- | (209) | --- | (209) |
| Other, net | 166 | 166 | 541 | 409 |
| Total other expense | <u>(16,923)</u> | <u>(11,300)</u> | <u>(36,371)</u> | <u>(21,029)</u> |
| Income (loss) from continuing operations before income taxes | (638) | 2,357 | (11,377) | (18,934) |
| Income tax expense (benefit) | 3,645 | (10,955) | 9,652 | (10,955) |
| Income (loss) from continuing operations | (4,283) | 13,312 | (21,029) | (7,979) |
| Discontinued operations: | | | | |
| Income from discontinued operations (net of tax) | --- | 156 | --- | 194 |
| Income related to divestiture of operations (net of tax) | --- | 7,120 | --- | 7,120 |
| Net income (loss) | <u>\$ (4,283)</u> | <u>\$ 20,588</u> | <u>\$ (21,029)</u> | <u>\$ (665)</u> |
| Net income (loss) per common share: | | | | |
| Income (loss) from continuing operations | \$ (0.19) | \$ 0.57 | \$ (0.94) | \$ (0.36) |
| Discontinued operations | --- | 0.33 | --- | 0.33 |
| Net income (loss) per common share | <u>\$ (0.19)</u> | <u>\$ 0.90</u> | <u>\$ (0.94)</u> | <u>\$ (0.03)</u> |
| Net income (loss) per common share - assuming dilution: | | | | |
| Income (loss) from continuing operations | \$ (0.19) | \$ 0.57 | \$ (0.94) | \$ (0.36) |
| Discontinued operations | --- | 0.33 | --- | 0.33 |
| Net income (loss) per common share - assuming dilution | <u>\$ (0.19)</u> | <u>\$ 0.90</u> | <u>\$ (0.94)</u> | <u>\$ (0.03)</u> |
| Weighted-average common shares outstanding: | | | | |
| Basic and diluted | 22,343 | 22,253 | 22,316 | 22,217 |

Media General, Inc.
BUSINESS SEGMENT

| <i>(Unaudited, in thousands)</i> | <u>Revenues</u> | <u>Depreciation & Amortization</u> | <u>Operating Profit (Loss)</u> |
|--|-------------------|--|--------------------------------|
| Three Months Ending June 27, 2010 | | | |
| Virginia/Tennessee | \$ 48,947 | \$ (3,288) | \$ 10,483 |
| Florida | 37,393 | (1,762) | 1,526 |
| Mid-South | 41,477 | (3,010) | 9,563 |
| North Carolina | 19,212 | (1,557) | 1,537 |
| Ohio/Rhode Island | 13,826 | (835) | 3,681 |
| Advertising Services & Other | 5,942 | (234) | 884 |
| Eliminations | (635) | - | - |
| | | | <u>27,674</u> |
| Unallocated amounts: | | | |
| Acquisition intangibles amortization | - | (1,571) | (1,571) |
| Corporate expense | - | (1,440) | (7,756) |
| | <u>\$ 166,162</u> | <u>\$ (13,697)</u> | |
| Corporate interest expense | | | (17,083) |
| Other | | | (1,902) |
| | | | <u>(19,985)</u> |
| Consolidated loss from continuing operations before income taxes | | | <u>\$ (638)</u> |

| <i>(Unaudited, in thousands)</i> | <u>Revenues</u> | <u>Depreciation & Amortization</u> | <u>Operating Profit (Loss)</u> |
|--|-------------------|--|--------------------------------|
| Three Months Ending June 28, 2009 | | | |
| Virginia/Tennessee | \$ 50,587 | \$ (3,486) | \$ 11,324 |
| Florida | 37,627 | (2,094) | 193 |
| Mid-South | 36,941 | (3,397) | 5,971 |
| North Carolina | 19,675 | (1,696) | 1,483 |
| Ohio/Rhode Island | 12,614 | (847) | 2,577 |
| Advertising Services & Other | 6,242 | (224) | 776 |
| Eliminations | (299) | - | (5) |
| | | | <u>22,319</u> |
| Unallocated amounts: | | | |
| Acquisition intangibles amortization | - | (1,787) | (1,787) |
| Corporate expense | - | (1,526) | (6,629) |
| | <u>\$ 163,387</u> | <u>\$ (15,057)</u> | |
| Interest expense | | | (11,257) |
| Loss on sale of investments | | | (209) |
| Other | | | (80) |
| | | | <u>(11,546)</u> |
| Consolidated income from continuing operations before income taxes | | | <u>\$ 2,357</u> |

| <i>(Unaudited, in thousands)</i> | Revenues | Depreciation & Amortization | Operating Profit (Loss) |
|--|-------------------|--|--------------------------------|
| Six months ended June 27, 2010 | | | |
| Virginia/Tennessee | \$ 94,798 | \$ (6,577) | \$ 18,092 |
| Florida | 75,466 | (3,525) | 2,771 |
| Mid-South | 78,062 | (6,020) | 14,239 |
| North Carolina | 38,021 | (3,114) | 2,648 |
| Ohio/Rhode Island | 27,441 | (1,669) | 6,962 |
| Advertising Services & Other | 12,278 | (465) | 2,323 |
| Eliminations | (1,040) | - | - |
| | | | <u>47,035</u> |
| Unallocated amounts: | | | |
| Acquisition intangibles amortization | | (3,142) | (3,142) |
| Corporate expense | | (2,886) | (15,712) |
| | <u>\$ 325,026</u> | <u>\$ (27,398)</u> | |
| Corporate interest expense | | | (36,897) |
| Other | | | (2,661) |
| | | | <u>(39,558)</u> |
| Consolidated loss from continuing operations before income taxes | | | <u>\$ (11,377)</u> |

| <i>(Unaudited, in thousands)</i> | Revenues | Depreciation & Amortization | Operating Profit (Loss) |
|--|-------------------|--|--------------------------------|
| Six months ended June 28, 2009 | | | |
| Virginia/Tennessee | \$ 97,427 | \$ (7,144) | \$ 13,360 |
| Florida | 79,867 | (4,190) | (2,837) |
| Mid-South | 70,739 | (6,788) | 7,037 |
| North Carolina | 38,656 | (3,392) | (76) |
| Ohio/Rhode Island | 23,700 | (1,692) | 2,737 |
| Advertising Services & Other | 12,804 | (449) | 1,367 |
| Eliminations | (673) | 1 | (49) |
| | | | <u>21,539</u> |
| Unallocated amounts: | | | |
| Acquisition intangibles amortization | | (3,586) | (3,586) |
| Corporate expense | | (3,135) | (15,263) |
| | <u>\$ 322,520</u> | <u>\$ (30,375)</u> | |
| Interest expense | | | (21,229) |
| Loss on sale of investments | | | (209) |
| Other | | | (186) |
| | | | <u>(21,624)</u> |
| Consolidated loss from continuing operations before income taxes | | | <u>\$ (18,934)</u> |

CONSOLIDATED BALANCE SHEETS

| <i>(Unaudited, in thousands)</i> | June 27, 2010 | December 27, 2009 |
|---|--------------------------|------------------------------|
| ASSETS | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 27,069 | \$ 33,232 |
| Accounts receivable - net | 89,175 | 104,405 |
| Inventories | 6,898 | 6,632 |
| Other | 24,720 | 60,786 |
| Total current assets | <u>147,862</u> | <u>205,055</u> |
| Other assets | 60,792 | 34,177 |
| Property, plant and equipment - net | 405,154 | 421,208 |
| FCC licenses and other intangibles - net | 572,466 | 575,608 |
| Total assets | <u>\$ 1,186,274</u> | <u>\$ 1,236,048</u> |
| LIABILITIES AND STOCKHOLDERS' EQUITY | | |
| Current liabilities: | | |
| Accounts payable | \$ 24,848 | \$ 26,398 |
| Accrued expenses and other liabilities | 86,153 | 72,174 |
| Total current liabilities | <u>111,001</u> | <u>98,572</u> |
| Long-term debt | 672,859 | 711,909 |
| Deferred income taxes | 20,489 | 7,233 |
| Other liabilities and deferred credits | 203,819 | 226,083 |
| Stockholders' equity | <u>178,106</u> | <u>192,251</u> |
| Total liabilities and stockholders' equity | <u>\$ 1,186,274</u> | <u>\$ 1,236,048</u> |

Media General, Inc.
REVENUES DETAIL

| (Unaudited, in thousands) | Thirteen Weeks Ending | | | Twenty-Six Weeks Ending | | |
|---|-----------------------|-------------------|--------------|-------------------------|-------------------|--------------|
| | June 27, | June 28, | % Change | June 27, | June 28, | % Change |
| | 2010 | 2009 | | 2010 | 2009 | |
| Virginia/Tennessee | | | | | | |
| Publishing | \$ 41,191 | \$ 43,136 | (4.5)% | \$ 79,933 | \$ 83,483 | (4.3)% |
| Broadcast | 5,299 | 5,318 | (0.4)% | 10,249 | 9,901 | 3.5 % |
| Digital media | 2,457 | 2,133 | 15.2 % | 4,616 | 4,043 | 14.2 % |
| Total Virginia/Tennessee revenues | 48,947 | 50,587 | (3.2)% | 94,798 | 97,427 | (2.7)% |
| Florida | | | | | | |
| Publishing | 21,091 | 23,830 | (11.5)% | 43,230 | 51,116 | (15.4)% |
| Broadcast | 14,505 | 12,361 | 17.3 % | 28,859 | 25,631 | 12.6 % |
| Digital media | 1,797 | 1,436 | 25.1 % | 3,377 | 3,120 | 8.2 % |
| Total Florida revenues | 37,393 | 37,627 | (0.6)% | 75,466 | 79,867 | (5.5)% |
| Mid-South | | | | | | |
| Publishing | 8,192 | 8,513 | (3.8)% | 16,275 | 17,140 | (5.0)% |
| Broadcast | 32,113 | 27,368 | 17.3 % | 59,590 | 51,631 | 15.4 % |
| Digital media | 1,172 | 1,060 | 10.6 % | 2,197 | 1,968 | 11.6 % |
| Total Mid-South revenues | 41,477 | 36,941 | 12.3 % | 78,062 | 70,739 | 10.4 % |
| North Carolina | | | | | | |
| Publishing | 12,537 | 13,644 | (8.1)% | 24,911 | 26,921 | (7.5)% |
| Broadcast | 5,563 | 5,058 | 10.0 % | 11,056 | 9,933 | 11.3 % |
| Digital media | 1,112 | 973 | 14.3 % | 2,054 | 1,802 | 14.0 % |
| Total North Carolina revenues | 19,212 | 19,675 | (2.4)% | 38,021 | 38,656 | (1.6)% |
| Ohio/Rhode Island | | | | | | |
| Broadcast | 13,285 | 12,120 | 9.6 % | 26,434 | 22,768 | 16.1 % |
| Digital media | 541 | 494 | 9.5 % | 1,007 | 932 | 8.0 % |
| Total Ohio/Rhode Island revenues | 13,826 | 12,614 | 9.6 % | 27,441 | 23,700 | 15.8 % |
| Advertising Services & Other | | | | | | |
| Publishing ¹ | --- | 297 | (100.0)% | 2 | 509 | (99.6)% |
| Broadcast (production company) | 2,036 | 1,945 | 4.7 % | 3,873 | 4,350 | (11.0)% |
| Digital media | 3,906 | 4,000 | (2.4)% | 8,403 | 7,945 | 5.8 % |
| Total Advertising Services & Other revenues | 5,942 | 6,242 | (4.8)% | 12,278 | 12,804 | (4.1)% |
| Eliminations | (635) | (299) | 112.4 % | (1,040) | (673) | 54.5 % |
| Total revenues | \$ 166,162 | \$ 163,387 | 1.7 % | \$ 325,026 | \$ 322,520 | 0.8 % |

Selected revenue categories

(Unaudited, in thousands)

| | | | | | | |
|---------------------------------------|-----------|-----------|---------|-----------|-----------|---------|
| Publishing revenues | | | | | | |
| Local | \$ 36,595 | \$ 40,012 | (8.5)% | \$ 71,846 | \$ 79,942 | (10.1)% |
| National | 5,799 | 6,338 | (8.5)% | 11,394 | 13,369 | (14.8)% |
| Classified | 19,683 | 21,882 | (10.0)% | 38,669 | 43,797 | (11.7)% |
| Circulation | 16,758 | 17,566 | (4.6)% | 34,123 | 34,611 | (1.4)% |
| Printing/Distribution | 3,359 | 3,089 | 8.7 % | 6,572 | 6,135 | 7.1 % |
| Broadcast revenues (gross) | | | | | | |
| Local | \$ 42,655 | \$ 40,897 | 4.3 % | \$ 84,652 | \$ 78,290 | 8.1 % |
| National | 22,224 | 21,042 | 5.6 % | 45,343 | 41,490 | 9.3 % |
| Political | 7,062 | 794 | 789.4 % | 8,041 | 961 | 736.7 % |
| Cable/Satellite (retransmission) fees | 4,681 | 3,899 | 20.1 % | 9,291 | 7,514 | 23.6 % |
| Digital revenues | | | | | | |
| Local | \$ 3,601 | \$ 2,848 | 26.4 % | \$ 6,597 | \$ 5,279 | 25.0 % |
| National | 851 | 804 | 5.8 % | 1,674 | 1,644 | 1.8 % |
| Classified | 2,429 | 2,097 | 15.8 % | 4,589 | 4,215 | 8.9 % |
| Advertising Services | 3,883 | 4,009 | (3.1)% | 8,362 | 7,946 | 5.2 % |

¹ Starting in 2010, print products formerly within Advertising Services & Other are being managed in their respective geographic market or have been discontinued.

Media General, Inc.

EBITDA, After-tax Cash Flow, and Free Cash Flow

| <i>(Unaudited, in thousands)</i> | Thirteen Weeks Ending | | Twenty-Six Weeks Ending | |
|--|------------------------------|--------------------------|--------------------------------|--------------------------|
| | June 27, 2010 | June 28, 2009 | June 27, 2010 | June 28, 2009 |
| Income (loss) from continuing operations | \$ (4,283) | \$ 13,312 | \$ (21,029) | \$ (7,979) |
| Interest | 17,089 | 11,257 | 36,912 | 21,229 |
| Taxes | 3,645 | (10,955) | 9,652 | (10,955) |
| Depreciation and amortization | 13,697 | 15,057 | 27,398 | 30,375 |
| EBITDA from continuing operations | \$ 30,148 | \$ 28,671 | \$ 52,933 | \$ 32,670 |
| Income (loss) from continuing operations | \$ (4,283) | \$ 13,312 | \$ (21,029) | \$ (7,979) |
| Taxes * | 3,645 | (10,955) | 9,652 | (10,955) |
| Depreciation and amortization | 13,697 | 15,057 | 27,398 | 30,375 |
| After-tax cash flow | \$ 13,059 | \$ 17,414 | \$ 16,021 | \$ 11,441 |
| After-tax cash flow | \$ 13,059 | \$ 17,414 | \$ 16,021 | \$ 11,441 |
| Capital expenditures | 6,668 | 3,845 | 8,796 | 7,978 |
| Free cash flow | \$ 6,391 | \$ 13,569 | \$ 7,225 | \$ 3,463 |

* The Company's income tax expense in 2010 is non-cash in nature and has been added back accordingly. See 2009 Form 10-K for further discussion.