



## Lee Enterprises Reports March Revenue Statistics

April 22, 2002

DAVENPORT, Iowa--(BUSINESS WIRE)--April 22, 2002--Lee Enterprises, Incorporated (NYSE:LEE), reported today that, excluding the effects of acquisitions and divestitures, publishing revenue in March increased 3.1 percent compared with a year ago, a result of an improved advertising environment and an additional Sunday this year.

Advertising revenue increased 4.3 percent. Retail advertising revenue increased 10.0 percent. Classified revenue decreased 2.9 percent, with employment advertising down 12.2 percent, automotive advertising down 2.5 percent and real estate advertising up 6.0 percent. National advertising revenue, a small category for Lee, was down 6.5 percent. Circulation revenue increased 7.4 percent, reflecting the fifth Sunday as well as unit gains. Online revenue increased 19.5 percent. Including the results of acquisitions and divestitures, total publishing revenue increased 1.1 percent.

Lee Enterprises is based in Davenport, Iowa. It owns 38 daily newspapers and a joint interest in seven others. Lee also owns nearly 200 weekly newspapers, shoppers and classified and specialty publications, along with associated online services. Its stock is traded on the New York Stock Exchange under the symbol LEE. More information about Lee Enterprises is available at [www.lee.net](http://www.lee.net).

The monthly and year-to-date statistical information follows on the next page.

The Private Securities Litigation Reform Act of 1995 provides a "Safe Harbor" for forward-looking statements. This release contains information that may be deemed forward-looking and that is based largely on the Company's current expectations and is subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those anticipated. Among such risks, trends and other uncertainties are changes in advertising demand, newsprint prices, interest rates, labor costs, legislative and regulatory rulings and other results of operations or financial conditions, difficulties in integration of acquired business or maintaining employee and customer relationships and increased capital and other costs. The words "may," "will," "would," "could," "believes," "expects," "anticipates," "intends," "plans," "projects," "considers" and similar expressions generally identify forward-looking statements. Readers are cautioned not to place undue reliance on such forward-looking statements, which are made as of the date of this release. The Company does not publicly undertake to update or revise its forward-looking statements.

LEE ENTERPRISES, INCORPORATED  
Revenue and Statistical Summary  
March 2002  
(Unaudited)

Publishing Revenue -- Operating Basis (1)

(Thousands)	March			Year To Date		
	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Advertising						
Retail .....	\$17,281	\$15,710	10.0 %	\$101,998	\$103,244	(1.2)%
National .....	1,062	1,136	(6.5)	6,280	6,828	(8.0)
Classified:						
Daily						
Newspapers:						
Employment ..	2,837	3,230	(12.2)	14,748	20,780	(29.0)
Automotive ..	2,387	2,447	(2.5)	13,211	13,114	0.7
Real Estate .	1,774	1,673	6.0	10,071	9,861	2.1
All Other ...	1,664	1,652	0.7	9,521	8,734	9.0
Alternative						
publications	1,840	1,819	1.2	10,055	10,096	(0.4)
	10,502	10,821	(2.9)	57,606	62,585	(8.0)
	28,845	27,667	4.3	165,884	172,657	(3.9)
Circulation .....	9,082	8,460	7.4	51,175	51,193	--
Online .....	637	533	19.5	3,349	2,820	18.8
Other .....	6,938	7,476	(7.2)	36,367	39,009	(6.8)
Total -- Same						
Property						
Operating						

Basis	45,502	44,136	3.1	256,775	265,679	(3.4)
Equity Basis						
Adjustment . . . . .	(8,667)	(8,542)	NM	47,428)	(50,915)	NM
Acquired/Divested						
Properties and						
Other	1	843	NM	2,346	5,915	NM
	-----	-----		-----	-----	
	\$36,836	\$36,436	1.1	\$211,693	\$220,679	(4.1)
	=====	=====		=====	=====	

Daily Newspaper Advertising -- Operating Basis (1)

(Thousands of Inches)	March			Year To Date		
	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Retail.....	612	605	1.2%	3,626	3,796	(4.5)%
National.....	32	36	(11.1)	191	213	(10.3)
Classified.....	561	537	4.5	3,129	3,182	(1.7)
	-----	-----		-----	-----	
	1,205	1,178	2.3	6,946	7,191	(3.4)
	=====	=====		=====	=====	

Notes to Revenue and Statistical Summary:

(1) Operating basis includes 100% of the revenue and statistical information of Madison Newspapers, Inc., (MNI) which for financial reporting purposes is reported using the equity method of accounting. Lee owns 50% of the stock of MNI. (2) The month had one more Sunday and one fewer Thursday than a year ago. The year to date had no day exchanges from a year ago. (3) Previously reported data has been restated for comparative purposes to exclude acquired/divested properties. (4) The Company's fiscal year ends on September 30.

**CONTACT:** Lee Enterprises, Incorporated

Dan Hayes, 563/383-2163  
dan.hayes@lee.net,