



Lee Enterprises Reports July Revenue Statistics

August 20, 2002

DAVENPORT, Iowa, Aug 20, 2002 (BUSINESS WIRE) -- Lee Enterprises, Incorporated (NYSE:LEE), reported today that, excluding the effects of acquisitions and divestitures, publishing revenue in July decreased 2.4 percent compared with a year ago, which included an additional Sunday.

Advertising revenue decreased 1.6 percent in the comparison. Retail advertising revenue increased 1.8 percent. Classified revenue decreased 6.3 percent, with employment advertising down 19.6 percent, automotive advertising down 1.9 percent and real estate advertising down 5.6 percent. National advertising revenue, a small category for Lee, increased 2.9 percent.

Circulation revenue decreased 6.5 percent, also reflecting one fewer Sunday this year.

Online revenue, which is not affected by day exchanges, increased 21.2 percent.

Including the results of acquisitions and divestitures, total publishing revenue increased 52.6 percent.

Lee Enterprises is based in Davenport, Iowa. Lee owns 39 daily newspapers and a joint interest in six others, along with associated online services. Lee also owns more than 175 weekly newspapers, shoppers and classified and specialty publications. 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.

The monthly and year-to-date statistical information follows.

LEE ENTERPRISES, INCORPORATED						
Revenue and Statistical Summary						
July 2002						
(Unaudited)						
Publishing Revenue -- Operating Basis (1)						
(Thousands)	July			Year To Date		
	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Advertising:						
Retail.....	\$ 14,629	\$ 14,370	1.8 %	\$167,094	\$166,436	0.4 %
National.....	823	800	2.9	10,088	10,581	(4.7)
Classified:						
Daily						
Newspapers:						
Employment	2,729	3,396	(19.6)	25,903	34,230	(24.3)
Automotive	2,353	2,399	(1.9)	22,785	22,654	0.6
Real						
Estate...	2,005	2,124	(5.6)	17,924	17,558	2.1
All Other.	1,892	1,825	3.7	17,233	16,216	6.3
Alternative						
publications	1,615	1,565	3.2	16,858	16,803	0.3
Total						
Classified..	10,594	11,309	(6.3)	100,703	107,461	(6.3)
Total						
Advertising.	26,046	26,479	(1.6)	277,885	284,478	(2.3)
Circulation....	8,297	8,871	(6.5)	84,866	85,136	(0.3)
Online.....	681	562	21.2	6,082	4,996	21.7
Other.....	5,325	5,443	(2.2)	59,883	62,739	(4.6)
Total -- Same						
Property						
Operating						
Basis.....	40,349	41,355	(2.4)	428,716	437,349	(2.0)
Equity Basis						
Adjustment....	(6,865)	(7,580)	NM	(78,748)	(83,008)	NM

Acquired/ Divested Properties and Other.....	18,927	567	NM	76,175	9,082	NM

Total Publishing Revenue.....	\$ 52,411	\$ 34,342	52.6	\$426,143	\$363,423	17.3
=====						
Daily Newspaper Advertising -- Operating Basis (1)						
	July			Year To Date		

(Thousands of Inches)	2002	2001	%	2002	2001	%

	(2)	(2)(3)		(2)	(2)(3)	
Retail.....	560	557	0.5 %	6,060	6,167	(1.7)%
National.....	26	26	-	319	338	(5.6)
Classified.....	595	596	(0.2)	5,532	5,499	0.6

Total, Same Property Operating Basis.....	1,181	1,179	0.2	11,911	12,004	(0.8)
=====						

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 and year to date had one more Wednesday and one fewer Sunday than a year ago.
- (3) Previously reported data has been restated for comparative purposes to exclude divested properties that have been reclassified to discontinued operations.
- (4) The Company's fiscal year ends on September 30.
- (5) The Company disclaims responsibility for updating information beyond release date.

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 businesses 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.

CONTACT: Lee Enterprises, Incorporated, Davenport Dan Hayes, 563/383-2163 dan.hayes@lee.net