



## Lee Enterprises Reports June Revenue Statistics

July 22, 2002

DAVENPORT, Iowa, Jul 22, 2002 (BUSINESS WIRE) -- Lee Enterprises, Incorporated (NYSE:LEE), reported today that, excluding the effects of acquisitions and divestitures, publishing revenue in June increased 6.4 percent compared with a year ago, a result of improved advertising sales and an additional Sunday this year.

Advertising revenue increased 6.0 percent. Retail advertising revenue increased 8.0 percent. Classified revenue increased 2.8 percent, with employment advertising down 2.6 percent, automotive advertising up 4.6 percent and real estate advertising up 11.1 percent. National advertising revenue, a small category for Lee, was up 10.1 percent. Circulation revenue increased 9.4 percent, reflecting the fifth Sunday as well as unit gains. Online revenue increased 32.3 percent. Including the results of acquisitions and divestitures, total publishing revenue increased 58.9 percent.

Lee Enterprises is based in Davenport, Iowa. It 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](http://www.lee.net).

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

LEE ENTERPRISES, INCORPORATED						
Revenue and Statistical Summary						
June 2002						
(Unaudited)						
Publishing Revenue -- Operating Basis (1)						
(Thousands)	June			Year To Date		
	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Advertising						
Retail	\$ 16,785	\$ 15,543	8.0%	\$152,465	\$152,066	0.3%
National	1,002	910	10.1	9,265	9,781	(5.3)
Classified:						
Daily						
Newspapers:						
Employment	2,987	3,068	(2.6)	23,174	30,834	(24.8)
Automotive	2,506	2,396	4.6	20,432	20,255	0.9
Real Estate	2,136	1,923	11.1	15,919	15,434	3.1
All Other	2,027	1,918	5.7	15,341	14,391	6.6
Alternative publications	1,611	1,659	(2.9)	15,243	15,238	0.0
	11,267	10,964	2.8	90,109	96,152	(6.3)
	29,054	27,417	6.0	251,839	257,999	(2.4)
Circulation	8,830	8,069	9.4	76,569	76,265	0.4
Online	696	526	32.3	5,401	4,434	21.8
Other	5,907	5,812	1.6	54,558	57,297	(4.8)
Total --						
Same Property						
Operating Basis	44,487	41,824	6.4	388,367	395,995	(1.9)
Equity Basis						
Adjustment	(8,505)	(7,966)	NM	(71,883)	(75,428)	NM
Acquired/Divested						
Properties and						
Other	18,791	618	NM	57,248	8,513	NM
	\$ 54,773	\$ 34,476	58.9	\$373,732	\$329,080	13.6
Daily Newspaper Advertising -- Operating Basis (1)						
	June			Year To Date		

(Thousands of Inches)	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Retail	653	588	11.1%	5,500	5,610	(2.0)%
National	32	33	(3.0)	293	312	(6.1)
Classified	641	585	9.6	4,937	4,903	0.7
	1,326	1,206	10.0	10,730	10,825	(0.9)
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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 Friday 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 divested properties that have been reclassified to discontinued operations.
- (4) The Company's fiscal year ends on September 30.

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.

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