



Lee Enterprises Reports August Revenue Statistics

September 19, 2002

DAVENPORT, Iowa, Sep 19, 2002 (BUSINESS WIRE) -- Lee Enterprises, Incorporated (NYSE:LEE), reported today that, excluding the effects of acquisitions and divestitures, publishing revenue in August decreased 1.1 percent compared with a year ago.

Total advertising revenue decreased 1.0 percent. Retail advertising revenue increased 0.6 percent. Classified revenue decreased 3.7 percent, with employment advertising down 14.1 percent, automotive advertising up 3.1 percent, real estate advertising up 13.4 percent, and other newspaper classified categories down 13.6 percent. National advertising revenue, a small category for Lee, increased 5.0 percent.

Circulation revenue increased 1.6 percent, reflecting unit growth.

Online revenue increased 23.0 percent.

Including the results of acquisitions and divestitures, total publishing revenue increased 50.8 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						
August 2002						
(Unaudited)						
Publishing Revenue -- Operating Basis (1)						
(Thousands)	August			Year To Date		
	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Advertising:						
Retail.....	\$ 16,979	\$ 16,877	0.6 %	\$184,073	\$183,313	0.4 %
National.....	981	934	5.0	11,069	11,515	(3.9)
Classified:						
Daily						
Newspapers:						
Employment	2,955	3,440	(14.1)	28,858	37,669	(23.4)
Automotive	2,459	2,385	3.1	25,244	25,039	0.8
Real						
Estate...	2,108	1,859	13.4	20,032	19,417	3.2
All Other.	1,823	2,109	(13.6)	19,056	18,326	4.0
Alternative						
publications	2,044	2,031	0.6	18,902	18,834	0.4
Total						
Classified..	11,389	11,824	(3.7)	112,092	119,285	(6.0)
Total						
Advertising.	29,349	29,635	(1.0)	307,234	314,113	(2.2)
Circulation....	8,388	8,257	1.6	93,254	93,393	(0.1)
Online.....	749	609	23.0	6,831	5,606	21.9
Other.....	5,885	6,380	(7.8)	65,718	69,119	(4.9)
Total -- Same						
Property						
Operating						
Basis.....	44,371	44,881	(1.1)	473,037	482,231	(1.9)
Equity Basis						
Adjustment....	(8,625)	(8,196)	NM	(87,373)	(91,205)	NM

Acquired/ Divested Properties and Other.....	20,578	662	NM	96,753	9,744	NM
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Total Publishing Revenue.....	\$ 56,324	\$ 37,347	50.8	\$482,417	\$400,770	20.4
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Daily Newspaper Advertising -- Operating Basis (1)
August Year To Date

(Thousands of Inches)	2002	2001	%	2002	2001	%
	(2)	(2)(3)		(2)	(2)(3)	
Retail.....	615	609	1.0 %	6,675	6,776	(1.5)%
National.....	29	34	(14.7)	348	372	(6.5)
Classified.....	599	589	1.7	6,131	6,088	0.7
Total, Same Property Operating Basis.....	1,243	1,232	0.9	13,154	13,236	(0.6)

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 Saturday and one fewer Wednesday than the prior period. The year to date has one more Saturday and one fewer Sunday than the prior period.
- (3) Previously reported same-property data has been restated for comparative purposes to exclude acquired/divested properties.
- (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.

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