



## Lee Enterprises Appoints Director of Classified Marketing

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DAVENPORT, Iowa--(BUSINESS WIRE)--Aug. 12, 2004--Bob Williams, a veteran advertising newspaper executive for Lee Enterprises, has been appointed director of classified marketing.

The announcement was made today by Kevin Mowbray, Lee vice president - sales and marketing.

"In this new position, Bob will spearhead additional resources for our newspapers as we continue strengthening our position as the leading marketplace for auto, employment and real estate, both online and in print," Mowbray said. "Those resources include new programs to provide seamless placements for advertisers, as well as additional up-to-the-moment market data, turnkey sales and promotional materials and an even greater replication of our own successful practices across the company."

Greg Schermer, Lee vice president - interactive media, said Williams also will work with print and online sales development teams to develop targeted and specialized packages for advertisers with increased levels of co-branding and cross-promotion between print and online.

"We're dedicating more resources on the ground at our enterprises and here at Lee to meet the commitment to our classified customers, readers and online users," he said. "These moves will help us leverage our print strength to continue driving our online growth."

Williams, currently sales development manager for Lee, brings more than 25 years of advertising experience to his new position. He joined Lee in 1998 as advertising manager of the Missoulian in Missoula, Montana, and previously worked for Gannett newspapers for 10 years, serving as retail advertising manager of the Great Falls Tribune in Montana, advertising director of the Coloradoan in Fort Collins, and advertising director of the Asheville Citizen-Times in North Carolina. He is a graduate of Brigham Young University with a degree in advertising.

He will remain based in Missoula, Montana, where he serves on several community boards and is active in sports and outdoor activities. He and his wife, Jill, have four children.

"I look forward to this exciting opportunity to work closely with classified and online executives to develop new classified initiatives that will take our classified print and online franchises to a higher level," he said.

Mowbray said Williams will be succeeded as sales development manager on the Lee sales development team by Jim Murphy, currently advertising director of The Citizen, Lee's newspaper in Auburn, New York.

Lee Enterprises is based in Davenport, Iowa, and is the premier publisher of daily newspapers in midsize markets. Lee owns 38 daily newspapers and a joint interest in six others, along with associated online services. Lee also publishes nearly 200 weekly newspapers, shoppers and classified and specialty publications. Lee 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).

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