



Lee Enterprises Advertising Revenue Increases 5.1% in June

July 21, 2005

DAVENPORT, Iowa--(BUSINESS WIRE)--July 21, 2005--Lee Enterprises, Incorporated (NYSE:LEE), reported today that same property advertising revenue increased 5.1 percent in June compared with a year ago.

On a same property(3) basis, which excludes the impact of acquisitions and divestitures made in the current or prior year, retail advertising revenue increased 4.5 percent. Classified advertising revenue increased 5.6 percent, with employment up 14.0 percent, automotive down 0.5 percent, real estate up 13.4 percent, other newspaper classified categories down 9.7 percent, and classified in non-daily publications up 6.5 percent. National advertising revenue decreased 2.3 percent. Niche publication revenue decreased 9.4 percent, due primarily to the loss of a larger publication in one market, and online advertising revenue increased 36.8 percent. Circulation revenue decreased 1.4 percent.

Total same property operating revenue increased 3.7 percent. Including the effect of acquisitions and divestitures, total advertising revenue increased 73.9 percent, and total operating revenue increased 67.3 percent, due primarily to the inclusion of Pulitzer in June for the first time.

PULITZER RESULTS

For the fiscal period ended June 26, 2005, the first month in which Pulitzer is included in Lee's results, advertising revenue increased 0.6 percent, and total revenue increased 1.6 percent.

On a same property basis, comparing the current year period to last year, which is before Lee's ownership, Pulitzer advertising revenue was flat, and total revenue was up 1.1 percent. Advertising revenue in St. Louis declined 2.1 percent, with total revenue down 0.3 percent. Same property advertising revenue in Pulitzer's other newspapers increased 5.4 percent and total revenue increased 4.5 percent.

In the 50 percent partnership in Tucson, which is accounted for using the equity method, Pulitzer advertising revenue for the June period increased 4.5 percent and total revenue was up 3.7 percent.

Tables follow.

With the acquisition of Pulitzer, Lee owns 52 daily newspapers and a joint interest in six others. Lee also operates associated online services and more than 300 weekly newspapers, shoppers and classified and specialty publications. Lee is based in Davenport, Iowa, and 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.

LEE ENTERPRISES, INCORPORATED
Revenue and Statistical Summary
(Unaudited)

OPERATING REVENUE

(Thousands)	June			Year to Date		
	2005	2004	%	2005	2004	%
Advertising revenue:						
Retail.....	\$23,774	\$22,761	4.5%	\$222,978	\$215,622	3.4%
National.....	1,523	1,559	(2.3)	15,552	13,735	13.2
Classified:						
Daily newspapers:						
Employment.....	4,514	3,961	14.0	36,887	31,920	15.6
Automotive.....	3,296	3,312	(0.5)	29,200	30,137	(3.1)
Real estate.....	3,301	2,911	13.4	27,554	24,730	11.4
All other.....	2,236	2,475	(9.7)	17,725	18,194	(2.6)
Other publications..	2,885	2,710	6.5	24,353	23,928	1.8
Total classified						
revenue.....	16,232	15,369	5.6	135,719	128,909	5.3
Niche publications...	862	951	(9.4)	8,405	8,195	2.6
Online.....	1,304	953	36.8	10,573	7,967	32.7
Total advertising						
revenue.....	43,695	41,593	5.1	393,227	374,428	5.0

Circulation.....	10,257	10,403	(1.4)	95,201	97,456	(2.3)
Commercial printing...	1,626	1,609	1.1	15,407	14,914	3.3
Online services and other.....	2,309	2,190	5.4	19,685	17,959	9.6

Total same property operating revenue....	57,887	55,795	3.7	523,520	504,757	3.7
Acquisitions & divestitures.....	36,621	680	NM	47,114	4,537	NM

Total operating revenue.....	\$94,508	\$56,475	67.3%	\$570,634	\$509,294	12.0%
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DAILY NEWSPAPER ADVERTISING VOLUME

(Thousands of Inches)	June			Year to Date		
	2005	2004	%	2005	2004	%
Retail.....	847	852	(0.6)%	7,912	8,109	(2.4)%
National.....	47	49	(4.1)	435	412	5.6
Classified.....	1,031	958	7.6	8,557	7,952	7.6

Total, same property..	1,925	1,859	3.6%	16,904	16,473	2.6%
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LEE ENTERPRISES, INCORPORATED
Revenue and Statistical Summary
(Unaudited)

OPERATING REVENUE

(Thousands)	Three Months Ended June 30		
	2005	2004	%

Advertising revenue:			
Retail.....	\$74,380	\$72,216	3.0%
National.....	4,676	4,478	4.4
Classified:			
Daily newspapers:			
Employment.....	13,880	12,062	15.1
Automotive.....	10,119	10,479	(3.4)
Real estate.....	10,068	8,711	15.6
All other.....	6,492	7,227	(10.2)
Other publications.....	8,779	8,659	1.4

Total classified revenue.....	49,338	47,138	4.7
Niche publications.....	2,857	3,082	(7.3)
Online.....	4,030	2,993	34.6

Total advertising revenue.....	135,281	129,907	4.1
Circulation.....	31,646	32,129	(1.5)
Commercial printing.....	5,099	5,272	(3.3)
Online services and other.....	6,847	6,381	7.3

Total same property operating revenue.....	178,873	173,689	3.0
Acquisitions & divestitures.....	38,983	2,277	NM

Total operating revenue	217,856	175,966	23.8%
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DAILY NEWSPAPER ADVERTISING VOLUME

Three Months Ended June 30

(Thousands of Inches)	2005	2004	%
Retail.....	2,628	2,691	(2.3)%
National.....	146	141	3.5
Classified.....	3,046	2,861	6.5
Total, same property	5,820	5,693	2.2%

NOTES:

- (1) The month had one more Thursday and one fewer Tuesday than the prior period. There were no day exchanges in the quarter. The year to date had one fewer Wednesday than the prior period.
- (2) Certain amounts as previously reported have been reclassified to conform with the current period presentation. The prior period has been restated for comparative purposes, and the reclassifications have no impact on earnings.
- (3) Same property comparisons exclude acquisitions and divestitures made in the current and prior year. Same property revenue also excludes revenue of Madison Newspapers, Inc. (MNI). Lee owns 50% of the capital stock of MNI, which for financial reporting purposes is reported using the equity method of accounting. Same property comparisons also exclude corporate office costs.
- (4) The Company's fiscal year ends on September 30.
- (5) The Company disclaims responsibility for updating information beyond the 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, Davenport
 Dan Hayes, 563-383-2100
 dan.hayes@lee.net

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