



## Lee Enterprises Reports July-August Ad Revenue Up 5.4%

September 15, 2005

DAVENPORT, Iowa--(BUSINESS WIRE)--Sept. 15, 2005--DAVENPORT, Iowa (Sept. 15, 2005) -- Lee Enterprises, Incorporated (NYSE:LEE), reported today that same property advertising revenue in July and August increased 5.4 percent over a year ago.

Because of Sunday exchanges between periods, a combination of July and August provides the most meaningful year-over-year comparisons, as Sundays generate substantially more revenue than any other day of the week. July had five Sundays in 2005 and four in 2004, while August had four Sundays in 2005 and five in 2004. Combined, July and August had nine Sundays in both years.

For the two months combined, 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 4.6 percent. Classified advertising revenue increased 4.3 percent, with employment up 19.3 percent, automotive down 5.7 percent, real estate up 11.0 percent, other newspaper classified categories down 8.7 percent, and classified in non-daily publications down 2.2 percent. National advertising revenue, a small category for Lee, increased 10.5 percent. Niche publication revenue decreased 0.5 percent, and online advertising revenue increased 38.6 percent. Circulation revenue decreased 1.1 percent.

Total same property operating revenue increased 3.8 percent. Including the effect of acquisitions and divestitures, total advertising revenue increased 76.9 percent, and total operating revenue increased 69.4 percent, due primarily to the acquisition of Pulitzer Inc. in June 2005.

### PULITZER RESULTS

Pulitzer results are reported in statistical periods, which eliminate the effect of Sunday exchanges. For the statistical reporting period ended Aug. 28, 2005, on a same property basis, comparing the current year period to last year, which is before Lee's ownership, Pulitzer advertising revenue increased 1.3 percent, with total revenue up 0.7 percent. In St. Louis, advertising revenue decreased 0.3 percent, and total revenue was down 0.5 percent. In Pulitzer's other newspapers, on a same property basis, advertising revenue increased 5.0 percent, and total revenue rose 3.5 percent.

In the 50 percent partnership in Tucson, which is accounted for using the equity method and is not included in the Pulitzer revenue described above, advertising revenue for the August statistical reporting period increased 8.7 percent, and total revenue climbed 6.6 percent. The following tables combine July and August operating revenue and volume to eliminate the effect of the Sunday exchanges and facilitate comparison.

	July-August Combined		
(Thousands)	2005	2004	%
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Advertising revenue:			
Retail.....	\$47,429	\$45,338	4.6 %
National.....	2,885	2,610	10.5
Classified:			
Daily newspapers:			
Employment.....	10,095	8,462	19.3
Automotive.....	6,760	7,170	(5.7)
Real estate.....	7,037	6,342	11.0
All other.....	4,197	4,598	(8.7)
Other publications.....	5,834	5,966	(2.2)
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Total classified revenue.....	33,923	32,538	4.3
Niche publications.....	1,541	1,548	(0.5)
Online.....	2,850	2,056	38.6
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Total advertising revenue.....	88,628	84,090	5.4
Circulation.....	21,535	21,779	(1.1)
Commercial printing.....	2,889	3,117	(7.3)
Online services and other.....	3,919	3,733	5.0
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Total same property operating revenue.....	116,971	112,719	3.8
Acquisitions & divestitures.....	77,590	2,120	NM
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Total operating revenue.....	\$194,561	\$114,839	69.4 %
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DAILY NEWSPAPER ADVERTISING VOLUME

July-August Combined

(Thousands of Inches)	2005	2004	%
Retail.....	1,676	1,680	(0.2)%
National.....	83	83	-
Classified.....	2,123	2,013	5.5
Total, same property.....	3,882	3,776	2.8 %

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](http://www.lee.net).

LEE ENTERPRISES, INCORPORATED  
Revenue and Statistical Summary  
(Unaudited)  
OPERATING REVENUE

(Thousands)	August			Year to Date		
	2005	2004	%	2005	2004	%
Advertising revenue:						
Retail.....	\$24,180	\$24,172	-	\$270,407	\$260,960	3.6 %
National.....	1,429	1,433	(0.3)	18,437	16,345	12.8
Classified:						
Daily newspapers:						
Employment....	5,068	4,580	10.7	46,982	40,382	16.3
Automotive....	3,219	3,528	(8.8)	35,960	37,307	(3.6)
Real estate...	3,424	3,344	2.4	34,591	31,072	11.3
All other.....	2,137	2,471	(13.5)	21,922	22,792	(3.8)
Other publications..	2,885	2,973	(3.0)	30,187	29,894	1.0
Total classified revenue.....	16,733	16,896	(1.0)	169,642	161,447	5.1
Niche publications...	668	644	3.7	9,946	9,743	2.1
Online.....	1,502	1,077	39.5	13,423	10,023	33.9
Total advertising revenue.....	44,512	44,222	0.7	481,855	458,518	5.1
Circulation.....	10,497	11,230	(6.5)	116,736	119,235	(2.1)
Commercial printing.....	1,615	1,704	(5.2)	18,296	18,031	1.5
Online services and other.....	1,846	1,889	(2.3)	23,604	21,670	8.9
Total same property operating revenue.....	58,470	59,045	(1.0)	640,491	617,454	3.7
Acquisitions & divestitures....	35,868	1,141	NM	124,704	6,679	NM
Total operating revenue.....	\$94,338	\$60,186	56.7 %	\$765,195	\$624,133	22.6 %

DAILY NEWSPAPER ADVERTISING VOLUME

(Thousands of Inches)	August			Year to Date		
	2005	2004	%	2005	2004	%
Retail.....	845	862	(2.0)%	9,588	9,789	(2.1)%
National.....	39	41	(4.9)	518	495	4.6
Classified.....	1,048	1,015	3.3	10,680	9,965	7.2
Total, same property.....	1,932	1,918	0.7 %	20,786	20,249	2.7 %

NOTES:

(1) July and August combined had one more Wednesday and one fewer Thursday than the prior period. The month had one more Wednesday and one fewer Sunday than the prior period. The year to date had one fewer Thursday 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), in which Lee owns a 50% share, and Lee's 50% newspaper partnership in TNI Partners in Tucson. Both are 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, Incorporated, Davenport  
 Dan Hayes, 563-383-2100  
 dan.hayes@lee.net

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