



Lee Enterprises Reports February Advertising Revenue

March 16, 2006

DAVENPORT, Iowa--(BUSINESS WIRE)--March 16, 2006--Lee Enterprises, Incorporated (NYSE:LEE), reported today that same property advertising revenue in February increased 0.5 percent over a year ago.

On a same property(1) basis, which excludes the impact of acquisitions and divestitures made in the current or prior year, retail advertising revenue decreased 0.5 percent. Classified advertising revenue decreased 0.1 percent, with employment up 10.6 percent, automotive down 11.3 percent, real estate down 0.8 percent, other newspaper classified categories up 1.2 percent, and classified in non-daily publications down 3.2 percent. National advertising revenue decreased 12.4 percent. Online advertising revenue increased 40.0 percent. Niche publication advertising revenue increased 16.9 percent. Circulation revenue decreased 1.7 percent.

Total same property operating revenue decreased 0.2 percent. Including the effect of acquisitions and divestitures, total advertising revenue increased 66.4 percent, and total operating revenue increased 61.2 percent, due primarily to the acquisition of Pulitzer in June 2005.

In Lee's 50 percent partnership in Madison, Wisconsin, which is reported using the equity method of accounting and is not included in the revenue described above, advertising revenue in February increased 3.2 percent, and total revenue rose 1.3 percent.

PULITZER RESULTS

Pulitzer revenue is reported in statistical periods. For the statistical reporting period ended Feb. 26, 2006, comparing the current year period to last year, which is before Lee's ownership, Pulitzer advertising revenue decreased 2.6 percent, with total revenue down 2.1 percent. In St. Louis, advertising revenue decreased 4.3 percent, and total revenue decreased 3.3 percent. In the other former Pulitzer newspapers, advertising revenue increased 1.4 percent, and total revenue increased 0.8 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 January statistical reporting period rose 9.9 percent, and total revenue increased 8.3 percent.

Tables follow.

Lee Enterprises is a premier publisher of newspapers in midsize markets, with 52 dailies and a joint interest in six others, a rapidly growing online business and more than 300 weekly newspapers and specialty publications in 23 states. Lee's newspapers have circulation of 1.7 million daily and 1.9 million Sunday, reaching more than four million readers daily, and its weekly publications have distribution of more than 4.5 million households. Lee's newspapers include such diverse markets as Napa, Calif.; Bloomington, Ill.; Billings, Mont.; Escondido, Calif.; Madison, Wis.; and St. Louis, Mo. Lee is based in Davenport, Iowa, and its stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee Enterprises, please visit www.lee.net.

LEE ENTERPRISES, INCORPORATED
Revenue and Statistical Summary
(Unaudited)

OPERATING REVENUE

(Thousands)	February			Fiscal Year to Date		
	2006	2005	%	2006	2005	%
Advertising revenue:						
Retail.....	\$21,890	\$22,009	(0.5)%	\$127,368	\$126,409	0.8 %
National.....	1,563	1,785	(12.4)	10,063	10,242	(1.7)
Classified:						
Daily newspapers:						
Employment.....	4,210	3,805	10.6	21,251	18,741	13.4
Automotive.....	2,629	2,963	(11.3)	13,522	15,881	(14.9)
Real estate....	2,833	2,856	(0.8)	15,457	15,059	2.6
All other.....	1,797	1,775	1.2	9,328	9,140	2.1
Other publications...	2,640	2,728	(3.2)	13,031	13,431	(3.0)

Total classified						
revenue.....	14,109	14,127	(0.1)	72,589	72,252	0.5
Online.....	1,565	1,118	40.0	7,171	5,308	35.1
Niche						
publications....	858	734	16.9	4,990	4,745	5.2

Total advertising						
revenue.....	39,985	39,773	0.5	222,181	218,956	1.5
Circulation.....	9,733	9,898	(1.7)	52,144	53,487	(2.5)
Commercial						
printing.....	1,483	1,710	(13.3)	8,010	8,624	(7.1)
Online services						
and other.....	2,194	2,097	4.6	10,543	10,395	1.4

Total same						
property						
operating						
revenue.....	53,395	53,478	(0.2)	292,878	291,462	0.5
Acquisitions &						
divestitures.....	33,202	235	NM	190,125	877	NM

Total operating						
revenue.....	\$86,597	\$53,713	61.2 %	\$483,003	\$292,339	65.2 %
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DAILY NEWSPAPER ADVERTISING VOLUME

	February			Fiscal Year to Date		
(Thousands of Inches)	2006	2005	%	2006	2005	%
Retail.....	746	772	(3.4)%	4,373	4,529	(3.4)%
National.....	37	47	(21.3)	221	250	(11.6)
Classified.....	854	871	(2.0)	4,564	4,673	(2.3)

Total, same						
property.....	1,637	1,690	(3.1)%	9,158	9,452	(3.1)%
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NOTES:

- (1) 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. It is reported using the equity method of accounting.
- (2) February had no day exchanges with the previous year. The year to date had one more Tuesday and one fewer Friday than the prior period.
- (3) 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.
- (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, energy costs, 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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SOURCE:

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