



## Kevin Mowbray Becomes Publisher of the St. Louis Post-Dispatch

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ST. LOUIS, May 15, 2006 (BUSINESS WIRE) -- Kevin D. Mowbray, a 20-year sales executive, publisher and vice president of Lee Enterprises, Incorporated (NYSE:LEE), has been appointed publisher of the St. Louis Post-Dispatch.

He succeeds Terrance C.Z. Egger, who has announced he is leaving the company May 19.

Mowbray, 44, currently oversees 13 Lee newspapers as a vice president for publishing, including The Times of Northwest Indiana, where he has served as publisher since 2004.

Mary Junck, chairman and chief executive officer, said that in addition to publishing the Post-Dispatch, Mowbray will have responsibility for all Lee operations in St. Louis. They include the region's No. 1 online site, STLtoday.com, and Suburban Journals of Greater St. Louis, the largest group of metropolitan weekly newspapers in the United States. He also will continue as a publishing vice president.

In introducing Mowbray today in meetings at the Post-Dispatch, Junck said:

"Kevin is an extraordinary leader who inspires success through an exceptional combination of strategic, business, sales, marketing, publishing, leadership and interpersonal skills. He's energizing, straightforward, caring and nice. On top of all that, you'll just plain like him."

She added: "He's one of the most skillful publishers I've known, with a strong record of revenue and readership growth, online development and excellence in journalism. As our former vice president for sales and marketing, he also was the chief architect of many of Lee's successful sales strategies."

Mowbray began his career with Lee in 1986 as an advertising sales representative in his hometown of Kewanee, Ill. He advanced to sales positions in Helena, Butte and Billings, Montana, before moving to Chicago as Lee's national sales manager for corporate sales and marketing. In 1995, he joined the Lincoln Journal Star as advertising manager, where he served three years before becoming general manager at the Missoulian in Missoula, Montana, in 1998. In 2000, he advanced to publisher of The Bismarck Tribune in Bismarck, North Dakota, where he guided the newspaper to the 2001 Lee President's Award for Enterprise of the Year. In 2002, he was appointed vice president for sales and marketing, and in 2004 he became a vice president for publishing and publisher of The Times of Northwest Indiana, based in Munster and serving the southern suburban Chicago market. In 2005, Suburban Newspapers of America honored The Times as Newspaper of the Year.

Mowbray has participated in many civic and industry organizations. He is a journalism graduate of Western Illinois University. He and his wife, Linda, have three daughters and a son.

"This is such a great newspaper and terrific market," he said. "I'm thrilled to join the Post-Dispatch, with its tremendous readership and wonderful heritage. With all the talented people here, as well as at STLtoday and the many Suburban Journals, we have tremendous opportunities ahead of us as part of Lee Enterprises. I can't wait to meet everyone and get started."

The Post-Dispatch, STLtoday.com and the Suburban Journals reach an estimated 90 percent of households in the St. Louis market. The Post-Dispatch has circulation of 278,000 daily and 423,000 Sunday. STLtoday.com receives an average of more than 32 million page views per month among nearly 500,000 unique visitors. The Suburban Journals reach 1.1 million households through 43 publications, including 39 weekly and twice-weekly newspapers. A weekly advertising package, Local Values, also reaches one million households a week.

They joined Lee Enterprises in June 2005 when Lee acquired Pulitzer Inc.

Junck said a search will begin immediately for a new publisher at The Times of Northwest Indiana. She said Jim Hopson, a Lee vice president for publishing, will serve as interim publisher and will assume responsibility for the other newspapers that previously reported to Mowbray.

Lee 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. Lee's newspaper online sites reach more than two million users, and Lee's 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](http://www.lee.net).

Photo: [www.lee.net/newsphoto/kevin\\_mowbray.jpg](http://www.lee.net/newsphoto/kevin_mowbray.jpg)

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SOURCE:

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