



## Lee Enterprises Advertising Revenue Rises 3.2% in June

July 20, 2006

DAVENPORT, Iowa--(BUSINESS WIRE)--July 20, 2006--Lee Enterprises, Incorporated (NYSE:LEE), reported today that same property advertising revenue in June increased 3.2 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 increased 0.5 percent. Classified advertising revenue increased 2.5 percent, with employment up 4.7 percent, automotive down 5.3 percent, real estate down 0.1 percent, other newspaper classified categories up 2.2 percent, and classified in non-daily publications up 10.6 percent. National advertising revenue decreased 2.5 percent. Online advertising revenue increased 49.1 percent. Niche publication advertising revenue increased 30.3 percent. Circulation revenue decreased 0.3 percent.

Total same property revenue increased 1.9 percent. Including the effect of acquisitions and divestitures, total advertising revenue also increased 1.9 percent, and total operating revenue increased 0.9 percent.

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 June decreased 0.3 percent, and total revenue decreased 1.3 percent.

### PULITZER RESULTS

Lee acquired Pulitzer Inc. in June 2005, and Pulitzer revenue is reported in statistical periods. For the statistical reporting period ended June 25, 2006, Pulitzer advertising revenue decreased 0.2 percent compared with 2005, with total revenue down 1.7 percent. In St. Louis, advertising revenue decreased 1.5 percent, and total revenue decreased 3.2 percent. In the other former Pulitzer newspapers, advertising revenue increased 2.7 percent, and total revenue increased 2.0 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 June statistical reporting period rose 3.5 percent, and total revenue increased 2.2 percent.

Lee Enterprises is a premier publisher of local news, information and advertising in primarily midsize markets, with 52 daily newspapers and a joint interest in six others, rapidly growing online sites 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 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 markets as Napa, Calif.; Bloomington, Ill.; Billings, Mont.; 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).

LEE ENTERPRISES, INCORPORATED  
Revenue and Statistical Summary  
(Unaudited)

OPERATING REVENUE

(Thousands)	June			Fiscal Year to Date		
	2006	2005	%	2006	2005	%
<b>Advertising revenue:</b>						
Retail.....	\$24,300	\$24,186	0.5 %	\$228,599	\$227,130	0.6 %
National.....	1,542	1,581	(2.5)	16,443	17,206	(4.4)
<b>Classified:</b>						
<b>Daily newspapers:</b>						
Employment.....	4,738	4,527	4.7	40,751	37,039	10.0
Automotive.....	3,125	3,301	(5.3)	25,685	29,243	(12.2)
Real estate.....	3,304	3,307	(0.1)	28,433	28,035	1.4
All other.....	2,352	2,301	2.2	18,273	17,830	2.5
<b>Other publications....</b>						
	3,515	3,178	10.6	25,573	25,869	(1.1)
<b>Total classified revenue.....</b>						
	17,034	16,614	2.5	138,715	138,016	0.5
Online.....	1,952	1,309	49.1	14,773	10,623	39.1
Niche publications	1,216	933	30.3	9,864	8,961	10.1

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Total advertising						
revenue.....	46,044	44,623	3.2	408,394	401,936	1.6
Circulation.....	10,313	10,343	(0.3)	94,687	96,044	(1.4)
Commercial printing	1,660	1,660	-	15,152	15,685	(3.4)
Online services and						
other.....	2,073	2,324	(10.8)	19,612	19,708	(0.5)
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Total same property						
revenue.....	60,090	58,950	1.9	537,845	533,373	0.8
Acquisitions &						
divestitures.....	35,294	35,558	NM	341,662	37,261	NM
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Total operating						
revenue.....	\$95,384	\$94,508	0.9 %	\$879,507	\$570,634	54.1 %
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DAILY NEWSPAPER ADVERTISING VOLUME

(Thousands of Inches)	June			Fiscal Year to Date		
	2006	2005	%	2006	2005	%
Retail.....	904	869	4.0 %	7,994	8,114	(1.5)%
National.....	39	48	(18.8)	388	451	(14.0)
Classified.....	1,051	1,056	(0.5)	8,677	8,774	(1.1)
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Total, same						
property.....	1,994	1,973	1.1 %	17,059	17,339	(1.6)%
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LEE ENTERPRISES, INCORPORATED  
Revenue and Statistical Summary  
(Unaudited)

OPERATING REVENUE

(Thousands)	Three Months Ended June 30		
	2006	2005	%
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Advertising revenue:			
Retail.....	\$76,278	\$75,622	0.9 %
National.....	4,554	4,952	(8.0)
Classified:			
Daily newspapers:			
Employment.....	14,756	13,955	5.7
Automotive.....	9,167	10,147	(9.7)
Real estate.....	9,896	10,060	(1.6)
All other.....	6,894	6,682	3.2
Other publications.....	9,272	9,323	(0.5)
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Total classified revenue.....	49,985	50,167	(0.4)
Online.....	5,840	4,047	44.3
Niche publications.....	3,642	3,044	19.6
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Total advertising revenue.....	140,299	137,832	1.8
Circulation.....	32,022	31,894	0.4
Commercial printing.....	5,321	5,184	2.6
Online services and other.....	6,554	6,863	(4.5)
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Total same property			

revenue.....	184,196	181,773	1.3
Acquisitions & divestitures.....	116,903	36,082	NM
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Total operating revenue	301,099	217,855	38.2 %
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DAILY NEWSPAPER ADVERTISING VOLUME

Three Months Ended June 30

(Thousands of Inches)	2006	2005	%
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Retail.....	2,742	2,687	2.0 %
National.....	124	150	(17.3)
Classified.....	3,127	3,143	(0.5)
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Total, same property.....	5,993	5,980	0.2 %
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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., in which Lee owns a 50% share. It is reported using the equity method of accounting.
- (2) June had one more Friday and one fewer Wednesday than the prior period. There were no day exchanges in the quarter or the year to date.
- (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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