



Lee Enterprises Appoints Vice President - Audience

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DAVENPORT, Iowa--(BUSINESS WIRE)--March 27, 2008--Lee Enterprises, Incorporated (NYSE: LEE), has elevated Suzanna Frank from director of research and marketing to the new position of vice president - audience.

Mary Junck, chairman and chief executive officer, said the new position reflects the increasing importance of developing both print and online audiences.

"Since 2003, Suzanna has been an excellent director of research and marketing for Lee," Junck said. "She's moved us dramatically forward in measuring and understanding our many audiences and has provided outstanding marketing know-how to our sales teams. Suzanna is uniquely qualified for this new, key role that will focus on driving the continued growth of our audiences."

Paul Farrell, vice president - sales and marketing, said Frank will oversee circulation and readership growth efforts and will help promote and build larger online audiences. He said she will continue to give support and expertise to the sales and marketing team and be responsible for Lee's market research.

"Suzanna has led our ongoing research, which we call the Lee Audience Report. It shows that we reach 71 percent of all adults in our markets through a combination of our newspapers and online sites, up from 67 percent a year ago," Farrell said. "More people of all ages are reading our newspapers, more people are using our online sites, and more people are relying on a combination. These massive and increasing audiences, which Suzanna is helping us both measure and better serve, allow us to provide more ways for advertisers to reach their target customers."

He said Frank's responsibilities will include those previously held by Nancy L. Green, who has been serving both as Lee vice president - circulation and as publisher of The Courier in Waterloo/Cedar Falls, Iowa. Green has been appointed vice president of circulation for Lee St. Louis and president of STL Distribution Services.

In 2005, Frank served two months as interim publisher of the Quad-City Times in Davenport. Before joining Lee in 2003, she was market research manager for the San Diego Union-Tribune and was a senior consultant in marketing strategy at Kannon Consulting Inc. in Chicago. She has a degree in international relations from Eastern Illinois University in Charleston and a master's degree in business administration and marketing from DePaul University in Chicago. She is a member of Newspaper Association of America's Research Federation board of directors and is a frequent presenter at industry conferences. She and her husband, Jason, have two young sons.

Lee Enterprises (NYSE: LEE) is a premier publisher of local news, information and advertising in primarily midsize markets, with 50 daily newspapers and a joint interest in five others, rapidly growing online sites and more than 300 weekly newspapers and specialty publications in 23 states. Lee's newspapers have circulation of 1.6 million daily and 1.9 million Sunday, reaching more than four million readers daily. Lee's online sites attract 12 million unique visitors monthly, and Lee's weekly publications have distribution of more than 4.5 million households. Lee's other newspaper markets include St. Louis, Mo.; Lincoln, Neb.; Madison, Wis.; Davenport, Iowa; Billings, Mont.; Bloomington, Ill.; and Tucson, Ariz. For more information about Lee, please visit www.lee.net.

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