



## Lee Enterprises Newspapers Deploy Advanced iPhone Apps

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DAVENPORT, Iowa, Jul 11, 2011 (GlobeNewswire via COMTEX) --

Lee Enterprises, Incorporated (NYSE:LEE) has completed deployment of second-generation iPhone applications in all 53 of its newspaper markets, further expanding mobile delivery of local news and information throughout the day.

Greg Schermer, Lee vice president for interactive media, said features of the advanced apps include Apple iOS4 with multi-tasking, tap for related content, pinch-to-zoom navigation, comment posting, photo and video galleries, seven-day weather and local advertising options.

"Our daily newspapers were among the first in the industry to provide smartphone users with tailored access through robust mobile websites," Schermer said. "That was a year and a half ago, and since then in our larger markets we additionally began offering smartphone applications, which provide enhanced and tailored user experiences, resulting in more than 90,000 downloads to date. As a result the growth of our mobile audience has been explosive, with mobile views up 357 percent in May versus a year ago. Now we have taken another significant step by upgrading iPhone apps for our larger newspapers and introducing them in all of our markets."

Joyce Dehli, Lee vice president for news, said the apps feature breaking local news, along with top stories, sports and entertainment coverage, features and opinion. She said users can easily share stories, photos and videos with friends by email, Facebook or Twitter.

"Our ability to deliver mobile news meets a growing audience demand for immediacy and utility," Dehli said. "It has changed how our editors think, plan, report and organize their staffs. As a result, we deliver more than ever before."

Mary Junck, chairman and chief executive officer, said mobile audience and revenue growth are among Lee's top priorities.

"We reach a lion's share of audience in our markets -- up to 85 percent of all adults -- and no competitor comes close," she said. "By meeting the increasing demand for mobile news, information and advertising around the clock, we intend to hold that market leadership and build on it. For example, for the March quarter just reported, in St. Louis we rank number one in sales among all 1,200 markets nationwide in the Verve Wireless mobile advertising network, which includes much larger markets such as New York and San Francisco."

Also among Lee's priorities, she said, is deployment of tablet apps. "We introduced an iPad app in St. Louis in late February and another in Madison in early May. Response has been excellent, and we plan to roll out more iPad apps this summer in our larger markets. We see tablets and mobile as huge opportunities."

Lee Enterprises is the leading provider of local news and information, and a major platform for advertising, in its markets, with 49 daily newspapers and a joint interest in four others, rapidly growing digital products and nearly 300 specialty publications in 23 states. Lee's newspapers have circulation of 1.4 million daily and 1.7 million Sunday, reaching nearly four million readers in print alone. Lee's digital sites attracted 25 million unique visitors in March 2011. Lee's other markets include St. Louis, Mo.; Madison, Wis.; Billings, Mont.; Bloomington, Ill.; and Tucson, Ariz. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit [lee.net](http://lee.net).

Contact: [dan.hayes@lee.net](mailto:dan.hayes@lee.net), (563) 383-2100

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