



Lee Enterprises Appoints James Green as VP-Digital

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DAVENPORT, Iowa--(BUSINESS WIRE)--Feb. 11, 2013-- Lee Enterprises, Incorporated (NYSE: LEE), a major provider of local news, information and advertising in 50 markets in 22 states, has appointed James A. Green as vice president – digital.

He most recently served as executive vice president and general manager of Travidia, Inc., developer of digital shopping media and marketing programs for nearly 800 newspapers.

Mary Junck, Lee chairman and chief executive officer, said Green will be responsible for keeping Lee in the forefront of serving digital advertisers and audiences. She said he will lead the development of digital products and services, as well as oversee all digital operations, including Lee's TownNews.com subsidiary.

"We welcome James as a significant addition to our strong management team," she said. "He has been a pioneer in the transformation of the newspaper industry from print to digital, and he brings an impressive record of achievement in developing innovative revenue models and products that drive audiences, results for advertisers and company growth. We look forward to his leadership in executing our digital strategies and propelling our digital growth even faster."

As Lee's digital leader, Green succeeds Gregory P. Schermer, who has been appointed vice president-strategy, focusing on identifying strategic opportunities.

Green will be based at the company's national headquarters in Davenport beginning March 1.

"I have long admired Lee Enterprises, especially for its relentless marketing and sales culture – which, I believe, opens endless opportunities for continued digital growth," Green said. "I look forward to helping contribute to Lee's future successes."

Before serving as executive vice president and general manager at Travidia from 2011 to 2012, Green had been chief marketing officer since 2004. From 2000 to 2004 he led development of Internet operations at The McClatchy Company as president and publisher of Nando Media. His 24-year career includes executive positions in interactive media, marketing, strategic planning and sales at *The Modesto Bee*, *The Sacramento Bee*, The Newspaper Network and Equifax National Decision Systems.

He is a graduate of the University of California, San Diego, and earned a master's degree at the University of San Diego. He is a former board member of the National Association of Minority Media Executives. He has been a Newspaper Association of America Breakthrough Mentor and Minority Media Fellow, and was honored in 1999 by *Presstime* magazine as a national "20 Under 40" outstanding achiever.

Lee Enterprises is a leading provider of local news and information, and a major platform for advertising, in its markets, with 46 daily newspapers and a joint interest in four others, rapidly growing digital products and nearly 300 specialty publications in 22 states. Lee's newspapers have circulation of 1.2 million daily and 1.4 million Sunday, reaching nearly four million readers in print alone. Lee's websites and mobile and tablet products attracted 21.5 million unique visitors in December 2012. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit lee.net.



Source: Lee Enterprises, Incorporated

Lee Enterprises

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