

QUICK-START “B MARKET” CONVERSION/SALES FORM

Use the “B”Market” Conversion/Sales Form if you want to:

- 1) Request to convert Class B common shares of Journal Communications, Inc.
- 2) Offer to sell Class B shares in the “B market”
- 3) Offer to sell Class B shares on behalf of a deceased shareholder

YOU MUST PROVIDE ALL THE REQUIRED INFORMATION OR AST EQUITY PLAN SOLUTIONS (THE TRANSFER AGENT) WILL NOT BE ABLE TO PROCESS YOUR REQUEST.

ALSO, YOU MUST SUBMIT ALL PAGES OF THE “B MARKET” CONVERSION/SALES FORM TO AST EQUITY PLAN SOLUTIONS OR YOUR REQUEST WILL NOT BE PROCESSED.

YOU MUST COMPLETE SECTIONS #1, #2 AND #3 OF THIS FORM– NO EXCEPTIONS, unless you are offering to sell on behalf of a deceased shareholder!

If you want to. . . .

Convert Class B shares into shares of Class A Common Stock and sell your newly converted shares immediately through Convergenx, Inc.

Convert Class B shares into shares of Class A Common Stock and transfer your newly converted shares to your brokerage account

Convert Class B shares into shares of Class A Common Stock and receive your newly converted shares in certificate form

Offer to sell Class B shares in the “B market”

Offer to sell Class B shares on behalf of a deceased shareholder

Fill out. . . .

Sections #1, #2 and #3 (page 2) **and**
Sections #5 and #6 (page 4) **and**
Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and**
Section #5 (page 4) **and**
Section #7 (page 5) **and**
Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and**
Section #5 (page 4) **and**
Section #7 (page 5) certificate section only
Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and**
Sign and date form (page 6)
[and, if desire, Item 6 (page 4) or Item 7 (page 5)]

Section #4 (page 3) **and**
Sign and date form (page 6)
[and, if desire, Item 6 (page 4) or Item 7 (page 5)]

MAIL COMPLETED FORM TO:

AST Equity Plan Solutions
123 S. Broad Street
Suite 1160
Philadelphia, PA 19109
Attention: Journal Communications, Inc. Research Department

OR FAX TO:
267-515-5475

QUESTIONS? CALL AST EQUITY PLAN SOLUTIONS AT 866-709-7704.