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***Journal Communications Names Kaiser and Miles Vice Presidents
Meissner, Simonoff and Tully Reelected to Board of Directors***

MILWAUKEE – April 28, 2010 –Journal Communications today announced that Marty Kaiser and Royce Miles were named new Vice Presidents of the company. In addition, other incumbent officers were reelected.

“This is additional recognition for two of our experienced leaders,” said Steven J. Smith, Chairman and Chief Executive Officer of Journal Communications. “Both Marty and Royce have made exceptional contributions to our success and they will be an integral part of the continued execution of our local market strategy.

Marty Kaiser has been Editor and Sr. VP of the Journal Sentinel since 1997 and was previously Managing Editor of the *Journal Sentinel* and *Milwaukee Journal*. He led the *Journal Sentinel* to two Pulitzer Prizes for local reporting in 2008 and 2010. In 2009, Kaiser was named Editor of the Year by *Editor & Publisher Magazine*. Before coming to Milwaukee in 1994, Marty worked for the *Baltimore Sun* in a variety of news positions and was Associate Managing Editor when he left. Before Baltimore, he was Sports Editor of the Chicago Sun-Times. Marty started his career at two Florida newspapers, the *Sarasota Herald-Tribune* followed by the *Clearwater Sun*. He recently served as President of the American Society of Newspaper Editors.

Royce Miles was named Executive Vice President/Operations of Journal Sentinel in 2009. In addition to his responsibilities for Production and Circulation Operations, he oversees Human Resources and Information Technology for the Publishing Division. He joined the Journal Sentinel in October 1998. As VP of Production, Royce helped lead the team that constructed Journal’s Burnham printing facility and has been instrumental in the growth of commercial printing and delivery from the Burnham plant.

In addition, at today’s 2010 Annual Meeting, Journal Communications board members David G. Meissner, Ellen F. Simonoff and Jeanette Tully were reelected to two year terms.

About Journal Sentinel

Journal Sentinel Inc. publishes the flagship *Milwaukee Journal Sentinel* newspaper as well as a range of other print and electronic products, primarily serving southeast Wisconsin people and businesses. *Journal Sentinel* is committed to producing a newspaper that reflects the ever-changing world and fulfills the needs of readers and advertisers both in print and online.

About Journal Communications

Journal Communications, Inc., headquartered in Milwaukee, Wisconsin, was founded in 1882. We are a diversified media company with operations in publishing, radio and television

broadcasting, interactive media and printing services. We publish the *Milwaukee Journal Sentinel*, which serves as the only major daily newspaper for the Milwaukee metropolitan area, and several community newspapers and shoppers in Wisconsin and Florida. We own and operate 33 radio stations and 13 television stations in 12 states and operate an additional television station under a local marketing agreement. Our interactive media assets build on our strong publishing and broadcasting brands. We also provide a wide range of commercial printing services – including printing of publications, professional journals and documentation material.

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