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Journal Sentinel Inc. Signs Two-Year Agreement to Print the *Sheboygan Press* for Gannett Satellite Information Network.

MILWAUKEE, WI – May 13, 2010 – Journal Sentinel Inc. announced today that it has signed a two-year agreement with Gannett Satellite Information Network to print the *Sheboygan Press*, a daily and Sunday paper serving Sheboygan County. The *Sheboygan Press*, a Gannett newspaper, will be printed at Journal Sentinel’s Burnham Street newspaper production facility in Milwaukee, Wisconsin. Terms of the contract were not disclosed. Journal Sentinel Inc. is a Journal Communications’ (NYSE:JRN) company.

Gannett Satellite Information Network expects to print approximately 16,000 daily and 21,000 Sunday copies of the *Sheboygan News*. Each broadsheet issue will include 2 to 4 sections.

“We are excited to add the *Sheboygan Press* to the many papers we now print at our Burnham facility,” said Elizabeth (Betsy) Brenner, president and chief operating officer of Journal Communications’ publishing group. “We print several other newspapers including the 39 *Pioneer Press Publications*, *Kenosha News*, *USA Today*, and *La Raza*.”

Forward-looking Statements

This press release may contain certain forward-looking statements related to our businesses that are based on our current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions that could cause actual results to differ materially from the expectations expressed in forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. Our written policy on forward-looking statements can be found on our most recent Quarterly Report on Form 10-Q, as filed with the Securities and Exchange Commission.

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.

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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