



Journal Broadcast Group



NEWS RELEASE

FOR IMMEDIATE RELEASE

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“The Morning Blend®” Expands to Five Markets

Live, local non-news focus proves successful in connecting advertisers and viewers

Las Vegas — The debut of *The Morning Blend*® in Las Vegas last week marked Journal Broadcast Group’s fifth successful launch of its live, local, daily lifestyle program. With the program, the company has developed a means of further serving viewers and advertisers in a locally-focused way, building a new revenue stream, and combining digital media tools to connect with the audience on a variety of levels.

The company first developed *The Morning Blend*® in Milwaukee, where the show debuted on TODAY’S TMJ4 (WTMJ-TV) in September 2006 and is hosted by Molly Fay and Tiffany Ogle. In 2007, *The Morning Blend*® debuted on FOX4 (WFTX-TV), serving Ft. Myers/Naples, Fla. There the program is hosted by Bill Wood and Carley Wegner.

This past April, the company rolled out the program in Omaha, Neb., and Tucson, Ariz., where it airs on KMTV-TV and KGUN 9 (KGUN-TV), respectively. In Omaha, *The Morning Blend*® is hosted by Mary Nelson and Mike DiGiacomo; in Arizona, hosts Ann Lauricello and Alex Miranda share Tucson’s best information and entertainment. Las Vegas’ KTNV-TV was the most recent addition, with its version of *The Morning Blend* debuting July 6 with hosts Dao Vu and Shawn Tempesta.

While the formula the company has employed in each location is the same — use a daytime talk show format to cover topics like home, beauty, health and finance, and help the viewing audience connect with advertisers — at its core the program is designed to reflect the individual market in which it airs. Sponsored segments let local advertisers discuss products and services in a way that can supplement typical 30- and 60-second commercial messages. Community organizations and area non-profits promote their efforts and events for free. (At least one non-profit is featured on most days.) Local and touring entertainment acts perform. The hosts and guests discuss the day’s leading topics, promote fun contests and lead do-it-yourself segments.

“Each show reflects the taste of the local market in a style of program that is rarely done anymore,” said Jim Thomas, vice president – marketing, programming and interactive media.

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Tucson viewers, for instance, may tune in and see the owner of a restaurant they've been going to for years. With an extended sponsored segment, they can watch how one of the restaurant's signature dishes is prepared. In the next segment, they may see a performance by a national touring group and learn about a special ticket offer available only to those in the viewing area.

"Our advertisers share their enthusiasm as well as ideas about their goods and services and that breaks through for viewers who want more information about a business in Arizona," said Julie Brinks, vice president and general manager at KGUN9, Tucson.

Produced by the stations' sales and marketing departments, there is no connection between any of *The Morning Blend*® programs and the respective station newsrooms. All segments promoting a certain product or company are clearly identified on air, and the shows' hosts do not report any news.

"It's a return to truly local, non-news television programming on a daily basis," said Steve Wexler, executive vice president television & radio operations.

It's also a step toward the future of converged digital media. Segments are posted to their respective *The Morning Blend*® websites for 30-60 days after they air, giving viewers an expanded opportunity to catch up on what they missed at whatever time is most convenient for them. In addition, each station will be launching smart phone applications so users can catch up with their hometown program on their personal mobile devices whenever and wherever they want.

"When combined with the individual websites, users can watch the segments either live on television or online at their convenience," Thomas added

At its heart, however, *The Morning Blend*® is all about "connecting our audience with the community's businesses and favorite lifestyle happenings," said Jim Prather, executive vice president and general manager of KTNV-TV Las Vegas. "We want everyone involved—the studio guests, the hosts, the crew and especially the audience—to have fun with the show."

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About Journal Broadcast Group

Journal Broadcast Group owns and operates 33 radio stations and 13 television stations in 12 states and operates an additional television station under a local marketing agreement. Headquartered in Milwaukee, Wisconsin, it is the broadcast business of Journal Communications Inc., a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services.

Forward-looking Statements

This press release contains 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 in our most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission.