



TRIBUNE AND MEDIASPECTRUM JOIN FORCES TO MAKE SELF-SERVICE ADVERTISING AVAILABLE ACROSS PUBLISHING INDUSTRY

Partnership Supports Industry-Wide Collaboration via Single, Consolidated Ad Sales Portal

BOSTON, MA. and CHICAGO IL. - September 16, 2009 - Mediaspectrum, Inc. and Tribune Company today announced a partnership – a joint effort to support publishers industry-wide by enabling fast and secure self-service advertising. The solution, recently implemented across Tribune will now be available to any media company to quickly implement customer-centric, self-service advertising sales for print, Web, rich media and beyond.

Mediaspectrum was selected by Tribune a year ago to power its self-service advertising initiative. Tribune's goal was to generate more ad volume in a very efficient manner, making it economically attractive for many more advertisers. The solution needed to support all advertising platforms including print, Web and rich-media; and, be open enough to support Tribune's internal development efforts. By implementing the Ad Sales platform, Tribune was able to open up a sales pipeline much larger than was previously possible by reaching new, local advertisers and offering them very competitive pricing. Tribune is now offering the solution to publishers across the industry - to share in its expertise and the platform's power for transforming businesses.

"Moving toward a self-service model is critical to our industry's future," said Mike Sacks, Vice President of Operations at Tribune Publishing. "We selected Mediaspectrum's Ad Sales to help drive this initiative because it is the only scalable solution on the market, which fits well with our internal development efforts. Already, Tribune has reduced its expenses and generated significant new revenue since implementing this portal."

With proven infrastructure and the bandwidth to scale this initiative industry-wide, Tribune and Mediaspectrum will work closely with partners to offer various solutions and options that align the interests of all parties involved. Participating publishers will be ensured timely implementations and top-notch support, to begin realizing new revenue quickly. Existing advertisers are further empowered, with a convenient place to do business 24 hours a day, 7 days a week. "As we watch the industry evolve, publishers are embracing Web portals as the central hub for all customer interaction," says Scott Killoh, CEO at Mediaspectrum. "This collaborative effort with Tribune creates a single, elegant platform for ad sales matched with the real-world knowledge and tools that will allow publishers to thrive."

"All publishers can benefit from leveraging this platform to significantly advance their customers' experiences," added Sacks. "Rather than tackle this self-service model individually – a hefty endeavor for any single company – we look forward to once again collaborating with our like-minded publishers to create a single advertising platform that will compete on the same scale as today's major digital ad networks. To accomplish this task, we are opening up our tools and methodology to others so that the entire industry can share. This will be a joint industry effort, better positioning all for success."

About Tribune Company

TRIBUNE is America's largest employee-owned media company, operating businesses in publishing, interactive and broadcasting. In publishing, Tribune's leading daily newspapers include the Los Angeles Times, Chicago Tribune, The Baltimore Sun, Sun-Sentinel (South Florida), Orlando Sentinel, Hartford Courant, Morning Call and Daily Press. The Company's broadcasting group operates 23 television stations, WGN America on national cable, Chicago's WGN-AM and the Chicago Cubs baseball team. Popular news and information websites complement Tribune's print and broadcast properties and extend the Company's nationwide audience. To learn more about Tribune Company, visit: www.tribune.com

About Mediaspectrum

Mediaspectrum's Cloud Computing Platform is the premier solution for addressing all aspects of multi-channel advertising and editorial content management. Today Mediaspectrum is helping the world's leading media companies – including the Washington Post, Tribune Company, USA Today and Trinity Mirror – to increase ad revenues, manage content, streamline processes and improve customer experience. Mediaspectrum is headquartered in Burlington, MA and can be found on the Web at www.mediaspectrum.net.

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