



FOR IMMEDIATE RELEASE
September 21, 2005

Media General Names John Schueler President, Florida Communications Group

RICHMOND, Va. – Media General today announced that newspaper industry veteran John R. Schueler has been named president of its Florida Communications Group effective October 1.

Media General's Florida Communications Group includes newspapers, broadcast television and online operations. In his new position, Schueler will oversee Media General's converged operations in Tampa, including The Tampa Tribune, WFLA-TV, the number-one rated station in Florida's largest television market; TBO.com, the most visited Web site in West Central Florida and CENTRO Grupo De Comunicación, a new Spanish-language print, broadcast and online media operation. Florida Communications also includes two smaller daily newspapers, 12 weeklies, and several shopper and niche publications.

"Convergence, or cooperation among our media in Tampa, has produced excellent results," said Reid Ashe, executive vice president and chief operating officer. "We serve the market as a true multimedia enterprise, delivering news and information whenever, wherever and however people want it, for the benefit of all our customers. We are delighted to welcome John Schueler as the new leader of our Florida Communications Group," he said.

"I'm excited to join the team in Tampa and become part of this dynamic and innovative approach of serving the market," said Schueler.

Schueler has been with the Denver-based MediaNews Group since 2001 and most recently served as president and publisher of its ANG Division and chief executive officer of its Northern California cluster in Oakland, Calif. Prior to joining MediaNews, he served for three years as president and publisher of the Star Tribune in Minneapolis. From 1991 to 1998, he was president and chief operating officer of the Orange County Register in Santa Ana, Calif. Over his career, Schueler has served in a number of leadership positions for Journal Register Company, Knight Ridder Newspapers and Cox Enterprises.

About Media General

Media General is a diversified communications company operating leading newspapers, television stations and online enterprises, primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 100 weekly newspapers and other publications. The company's broadcasting assets include 26 network-affiliated television stations that reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's interactive media assets include more than 50 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company.

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