

MEDIA GENERAL, INC.
Revenues and Page Views

	May			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 35,171	\$ 41,206	(14.6)%	\$ 193,705	\$ 229,966	(15.8)%
Broadcast	26,398	27,794	(5.0)%	131,765	136,743	(3.6)%
Interactive Media	3,332	2,850	16.9 %	14,764	14,037	5.2 %
Eliminations	(588)	(527)	(11.6)%	(2,713)	(2,817)	3.7 %
Total Revenues	<u>\$ 64,313</u>	<u>\$ 71,323</u>	<u>(9.8)%</u>	<u>\$ 337,521</u>	<u>\$ 377,929</u>	<u>(10.7)%</u>
Discontinued Operations ¹	<u>\$ 2,335</u>	<u>\$ 3,163</u>	<u>(26.2)%</u>	<u>\$ 14,678</u>	<u>\$ 15,548</u>	<u>(5.6)%</u>

Selected Publishing Revenues by Category (000)

Classified	\$ 10,293	\$ 14,718	(30.1)%	\$ 59,394	\$ 83,112	(28.5)%
Retail	15,790	16,826	(6.2)%	84,483	92,560	(8.7)%
National	2,404	2,922	(17.7)%	13,309	16,681	(20.2)%
Other	501	435	15.2 %	2,387	2,578	(7.4)%
Total Advertising	<u>\$ 28,988</u>	<u>\$ 34,901</u>	<u>(16.9)%</u>	<u>\$ 159,573</u>	<u>\$ 194,931</u>	<u>(18.1)%</u>
Circulation	<u>\$ 4,851</u>	<u>\$ 5,036</u>	<u>(3.7)%</u>	<u>\$ 27,025</u>	<u>\$ 28,303</u>	<u>(4.5)%</u>

Broadcast Time Sales (gross) (000)

Local	\$ 17,387	\$ 17,779	(2.2)%	\$ 85,226	\$ 88,044	(3.2)%
National	9,215	11,158	(17.4)%	45,283	53,582	(15.5)%
Political	723	150	---	6,437	839	---
Total Time Sales	<u>\$ 27,325</u>	<u>\$ 29,087</u>	<u>(6.1)%</u>	<u>\$ 136,946</u>	<u>\$ 142,465</u>	<u>(3.9)%</u>

Online Total Page Views (000)

Total Web Sites (Excluding Advertising Services)	53,866	48,987	10.0 %	316,022	289,244	9.3 %
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Notes: All data are subject to later adjustment.

¹ Discontinued operations include the following TV Stations and their associated web sites: WMBB in Panama City, Florida; KALB/NALB in Alexandria, Louisiana; WNEG in Toccoa, Georgia; WTVQ in Lexington, Kentucky and WCWJ in Jacksonville, Florida.