



FOR IMMEDIATE RELEASE
Monday, October 2, 2006

Media General to Release Third-Quarter 2006 Earnings, Host Conference Call on October 11

RICHMOND, Va. – Media General, Inc. (NYSE: MEG) will release third-quarter earnings on Wednesday, October 11, before the market opens. The full text of the release and financials will be available on the company's Web site, www.mediageneral.com.

The company will hold an earnings conference call with financial analysts that day at 11 a.m. ET. The conference call will be available to the media and general public through a limited number of listen-only dial-in conference lines and via simultaneous Webcast.

To dial in to the call, listeners may call 1-866-770-7129 about 10 minutes prior to the 11 a.m. start. Listeners may also access the live Webcast by logging on to www.mediageneral.com and clicking on the "Live Earnings Conference" link on the homepage about 10 minutes in advance.

A replay of the Webcast will be available online at www.mediageneral.com beginning at 1 p.m. on October 11. A telephone replay is also available, beginning at 1 p.m. and ending on October 18 at 1 p.m., by dialing 1-888-286-8010 or 617-801-6888, and using the passcode 50926001.

About Media General

Media General is a multimedia 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 150 weekly newspapers and other publications. The company's broadcasting assets currently include 26 network-affiliated television stations that reach more than 33 percent of the television households in the Southeast and nearly 10 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.

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