



FOR IMMEDIATE RELEASE
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Media General Names C. Kirk Read President of Interactive Media Division

RICHMOND, Va. – Media General, Inc. (NYSE: MEG) announced today that C. Kirk Read will become president of its Interactive Media Division and a vice president of Media General, effective June 1, 2007. Mr. Read will succeed Neal F. Fondren, who recently announced that he will step down from the role for personal reasons.

Mr. Read, 38, has been with Media General since 1995. In 1999, he helped create TBO.com, Media General's first converged Web site, and served as its general manager until 2004. He currently serves as regional publisher of Media General's Northern Virginia community newspapers, which includes three dailies and their associated Web sites, as well as several weekly papers and niche products.

The development of TBO.com, a regional Internet portal, integrated the online businesses of The Tampa Tribune and WFLA-TV, plus Media General's community newspapers in west-central Florida, into a single operational unit and brand. Its fast evolution into a true 24/7 breaking news outlet, offering the latest tools and interactivity, quickly propelled TBO.com to become the area's number one Web site. Under Mr. Read's leadership, the audience and revenue of TBO.com annually grew 50 percent and 80 percent, respectively. The site has been profitable since 2004. In 2001, TBO.com was the first online enterprise to win a National Edward R. Murrow award for Overall Excellence.

Media General promoted Mr. Read in 2004 to publisher of the Culpeper (Va.) Star-Exponent, where he served until being named to his present position in 2006. While he was at the Culpeper newspaper, daily and Sunday circulation grew 14 percent and 25 percent, respectively, making it one of the fastest growing newspapers in the United States. The paper's growth, driven by quality, service and product portfolio improvements, also included significant revenue and profit increases.

O. Reid Ashe, Jr., Media General's executive vice president and chief operating officer, said, "Kirk is an experienced media executive, who has been instrumental in driving growth and creating value through the development of multimedia strategies for digital, print and broadcast media. He is the ideal individual to lead the next generation of strategy and development for our Interactive Media Division."

Mr. Read said, "I am thrilled to be rejoining my interactive colleagues at such an exciting time in the media business. Media General's multimedia strategy positions us well to be the most consequential force in all the markets we serve. I'm eager to help the Interactive Media Division lead the transformation of our business like never before."

Mr. Read has served as president of the Newspaper Association of America's (NAA) New Media Federation and also as a member of its Marketing Advisory Committee. In 2000, he received the NAA's "20 Under 40" leadership award. He has served on numerous community boards, including Chambers of Commerce and business councils, as well as those dedicated to downtown development and the arts. In his early years at Media General, Mr. Read served as a corporate strategy analyst. In 1997, he moved into the Broadcast Division and led new media and business development projects for the company's television stations. He was a member of the inaugural class of Media General's Leadership Development Program in 2005.

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He received a bachelor of arts degree in philosophy from Vanderbilt University. In his last semester at Vanderbilt, he studied political science at the London School of Economics. Before joining Media General, he led sales and marketing for a software company.

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 include 23 network-affiliated television stations that reach more than 32 percent of the television households in the Southeast and nearly 9.5 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.

Investor Contact:

Lou Anne J. Nabhan
(804) 649-6103

Media Contact:

Ray Kozakewicz
(804) 649-6748