



**FOR IMMEDIATE RELEASE
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Media General Reports August 2007 Revenues

RICHMOND, Va. – Media General, Inc. (NYSE: MEG) today reported August 2007 total revenues of \$72.8 million, a 2.8 percent decrease from August 2006. By business segment, Broadcast Division total revenues increased 0.1 percent, despite the absence of \$2.5 million in Political revenues this year, and Interactive Media Division total revenues rose 29.3 percent, while Publishing Division total revenues decreased 6.2 percent.

“The decline in Publishing Division revenues in August was mostly due to continued weakness in Classified advertising, particularly in our Tampa market. On the other hand, we were pleased with a solid increase in Retail revenues in the month, driven by higher spending in Tampa and at our Community newspapers,” said Marshall N. Morton, president and chief executive officer.

“Our Broadcast Division experienced sharply increased National time sales, primarily the result of higher spending in the telecommunications and automotive categories. WFLA benefited from airing four pre-season Tampa Bay Buccaneers football games this August compared with only three last August,” Mr. Morton said.

“The Interactive Media Division generated strong revenue growth, led by increased revenues in our advergaming business as well as solid gains in the Local and National/Regional categories. Revenues from the Yahoo!HotJobs employment initiative helped mitigate the effect of overall softness in the Classified category,” he said.

Publishing Division

Newspaper advertising revenues in August decreased \$2.8 million, or 7.6 percent, with nearly 90 percent of the decline attributable to the Tampa market.

Retail advertising revenues grew by \$610,000, or 3.7 percent, with about one-half of the increase generated from the Tampa market. The Tampa Tribune and its associated newspapers, benefiting from new product initiatives, saw higher spending in most of the major Retail categories. In the Richmond market, which includes the Richmond Times-Dispatch and its associated weekly newspapers, Retail revenues, including advertising from a new hyper-local weekly newspaper, increased nominally. In Winston-Salem, Retail revenues rose 4.8 percent, due to higher spending in the medical and furniture store categories as well as two special sections on college and professional football in the Winston-Salem Journal. The Community newspaper group generated a 3.6 percent increase in Retail advertising revenues, with notable growth in our North Carolina markets as well as our Charlottesville and Lynchburg, Virginia, markets.

Classified advertising revenues decreased \$3.1 million, or 18.5 percent. The majority of the decline was due to weakness in the Tampa market, which fell below last year by 34.6 percent, primarily the result of lower real estate and employment advertising, partially offset by higher automotive spending. Classified revenue for the Richmond market declined 8.6 percent, due to lower real estate and employment advertising, offset partially by higher automotive revenues. The Winston-Salem market

saw a 12.6 percent drop, as automotive and real estate advertising revenues were down, partially offset by higher employment revenues. The Community newspaper markets decreased 5.9 percent.

For the three metro newspaper markets, real estate revenues were down 41.4 percent, employment revenues decreased 23 percent, and automotive revenues were down slightly.

National revenues declined \$265,000, or 8.6 percent, mostly because of a 24.5 percent decrease in Tampa, the result of lower advertising in virtually all categories. National revenues in Winston-Salem decreased 9.4 percent, reflecting decreased spending by telecommunications and national automotive advertisers. Conversely, the Richmond market generated a 26.6 percent increase, primarily the result of higher spending in the telecommunications category and advertising from two petroleum accounts this year.

Circulation revenues were down less than 1 percent, the result of Daily and Sunday net-paid circulation declines for the month partially offset by rate increases at the metro newspaper markets. Seven Media General newspapers generated increases in net-paid Daily Circulation, and six did so for Sunday.

Broadcast Division

In the Broadcast Division, gross time sales increased \$205,000, or 0.7 percent, and reflected growth in Local and National transactional sales while Political spending was lower in this off-election year.

Local time sales increased \$710,000, or 4.1 percent, primarily due to higher spending in the hardware/home improvement, health care/medical and automotive categories, partially offset by lower fast food and telecommunications advertising.

National time sales rose \$1.9 million, or 18.6 percent, as a result of higher spending in the telecommunications, automotive and financial categories.

Political revenues of \$555,000 in the month compared to \$3 million last August, and represented widely disseminated campaign spending from gubernatorial and lieutenant governor races in Louisiana, Mississippi and Kentucky as well as issue advertising in Florida, Louisiana, Ohio, South Carolina and Georgia.

Interactive Media Division

Interactive Media Division revenues increased 29.3 percent, as a result of significantly higher revenues from advergaming and solid increases in Local and National/Regional advertising. Classified revenues decreased 5.4 percent, reflecting the overall softness in newspaper Classified advertising, which impacts the upsell rate to the company's Web sites. Revenues from the Yahoo!HotJobs employment initiative helped mitigate the effect of the overall softness in online Classified advertising.

Local online revenues grew 44.8 percent over 2006, primarily due to a continued focus on direct sales. National/Regional advertising increased 72.6 percent, reflecting higher spending from national agencies. Page views and visitor sessions increased 9.8 percent and 13 percent, respectively, excluding the new NBC station Web sites.

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.

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MEDIA GENERAL, INC.
Revenues and Page Views

	August			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Revenues (000)	\$ 72,780	\$ 74,863	(2.8)%	\$ 628,079	\$ 608,994	3.1 %
Publishing	40,903	43,585	(6.2)%	366,333	395,495	(7.4)%
Broadcast	29,537	29,511	0.1 %	242,408	200,208	21.1 %
Interactive Media	2,960	2,289	29.3 %	23,998	17,612	36.3 %
Eliminations	(620)	(522)	(18.8)%	(4,660)	(4,321)	(7.8)%
Discontinued Operations ¹	---	3,102	---	---	26,881	---
Selected Publishing Revenues (000)						
By Category						
Advertising	\$ 33,904	\$ 36,698	(7.6)%	\$ 302,941	\$ 331,607	(8.6)%
Classified	13,513	16,577	(18.5)%	128,132	151,530	(15.4)%
Retail	17,036	16,424	3.7 %	144,878	147,430	(1.7)%
National	2,799	3,063	(8.6)%	25,816	27,678	(6.7)%
Other	556	634	(12.3)%	4,115	4,969	(17.2)%
Circulation	5,840	5,893	(0.9)%	52,833	54,637	(3.3)%
By Property						
Richmond	10,239	10,529	(2.8)%	91,390	92,951	(1.7)%
Tampa	11,419	13,638	(16.3)%	109,403	131,998	(17.1)%
Winston-Salem	3,848	4,087	(5.8)%	33,712	35,741	(5.7)%
Community Newspapers	15,161	15,135	0.2 %	130,364	133,422	(2.3)%
Advertising Revenues (000)						
Richmond	\$ 8,090	\$ 8,391	(3.6)%	\$ 72,691	\$ 73,141	(0.6)%
Tampa	9,886	12,406	(20.3)%	95,069	119,602	(20.5)%
Winston-Salem	3,104	3,267	(5.0)%	26,597	28,599	(7.0)%
Community Newspapers	12,595	12,441	1.2 %	107,302	108,958	(1.5)%
Broadcast Time Sales (gross) (000)	\$ 30,794	\$ 30,588	0.7 %	\$ 251,403	\$ 203,625	23.5 %
Local	17,831	17,121	4.1 %	155,163	125,581	23.6 %
National	12,410	10,464	18.6 %	93,429	69,084	35.2 %
Political	553	3,003	(81.6)%	2,811	8,960	(68.6)%
Selected Online Total Page Views						
Total Web Sites ²	49,301,438	44,911,817	9.8 %	399,956,667	367,993,168	8.7 %
(Excluding Game Sites)						
TBO.com	20,025,997	18,453,758	8.5 %	150,981,912	136,983,759	10.2 %
(Tampa, Fla.)						
inRich/TimesDispatch.com	8,708,808	9,911,382	(12.1)%	82,836,294	90,276,328	(8.2)%
(Richmond, Va.)						
JournalNow.com	3,582,040	3,311,137	8.2 %	31,036,516	28,827,955	7.7 %
(Winston-Salem, N.C.)						

Notes: All data are subject to later adjustment.

¹ Revenues from certain broadcast and interactive media operations that the Company divested in 2006.

² Web site page views exclude four NBC sites purchased in 2006 that were previously hosted by a third party.

MEDIA GENERAL, INC.
Daily Newspapers Advertising Linage*

	August			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Richmond Times-Dispatch						
Retail	27,824	28,126	(1.1)%	243,774	252,163	(3.3)%
National	9,304	7,932	17.3 %	75,316	76,485	(1.5)%
Classified	66,004	65,838	0.3 %	558,174	586,137	(4.8)%
Total	103,132	101,896	1.2 %	877,264	914,785	(4.1)%
The Tampa Tribune						
Retail	34,007	37,045	(8.2)%	335,646	355,148	(5.5)%
National	7,084	11,077	(36.0)%	74,593	104,949	(28.9)%
Classified	81,588	112,830	(27.7)%	773,595	1,119,062	(30.9)%
Total	122,679	160,952	(23.8)%	1,183,834	1,579,159	(25.0)%
Winston-Salem Journal						
Retail	26,780	28,980	(7.6)%	235,479	285,003	(17.4)%
National	6,813	6,500	4.8 %	61,031	63,243	(3.5)%
Classified	52,283	52,321	(0.1)%	415,710	467,536	(11.1)%
Total	85,876	87,801	(2.2)%	712,220	815,782	(12.7)%
Community Dailies						
Retail	299,552	288,023	4.0 %	2,623,131	2,696,191	(2.7)%
National	16,550	16,859	(1.8)%	149,318	160,234	(6.8)%
Classified	402,023	439,387	(8.5)%	3,465,880	3,685,245	(6.0)%
Total	718,125	744,269	(3.5)%	6,238,329	6,541,670	(4.6)%
Media General Dailies Total						
Retail	388,163	382,174	1.6 %	3,438,030	3,588,505	(4.2)%
National	39,751	42,368	(6.2)%	360,258	404,911	(11.0)%
Classified	601,898	670,376	(10.2)%	5,213,359	5,857,980	(11.0)%
Total	1,029,812	1,094,918	(5.9)%	9,011,647	9,851,396	(8.5)%

* Advertising is in column inches - full run only