



**FOR IMMEDIATE RELEASE**  
**Thursday, September 25, 2008**

### **John A. Butler Named Treasurer of Media General**

**Richmond, Va.** – The Board of Directors of Media General (NYSE:MEG) has named John A. Butler treasurer, effective today. Mr. Butler, assistant treasurer since 2005, has been responsible for management of the company's cash and debt, retirement plan investments, property and casualty risks and commercial banking relationships. He will assume additional responsibilities for budgeting and planning and for corporate sourcing.

Mr. Butler joined Media General in 2003 as director of treasury management. He began his career in 1982 with Occidental Petroleum Corporation and later held finance positions at Nissan Motor Corporation and US Airways. Immediately prior to joining Media General, he was vice president and treasurer at SITEL Corp. He holds a bachelor's degree in finance from Southern Methodist University and an M.B.A. from Tulane University.

"During his five years with the company, Jack has done an excellent job of leading efforts to negotiate Media General's credit facilities, initiating projects to increase the efficiency of the treasury and cash management processes, assuming the risk management function, and, most recently, directing the sale of five television stations and other major transactions," said Vice President-Finance and Chief Financial Officer John A. Schauss. "I am delighted to see Jack receive this well-deserved recognition for his contributions to Media General."

### **About Media General**

Media General is a leading provider of local news, information and entertainment over multiple media platforms. The company serves markets primarily in the Southeastern United States. Media General publishes 25 daily newspapers, including The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; and community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; plus approximately 275 weekly newspapers and other targeted publications. The company owns and operates 20 network-affiliated television stations that reach approximately 30 percent of the television households in the Southeast and nearly 9 percent of those in the United States. The company's interactive media operations include Web sites and portals that are associated with each of its newspapers and television stations as well as with many specialty publications, and two growing interactive advertising services companies, Blockdot, Inc. and DealTaker.com.

#### **Investor Contact:**

Lou Anne J. Nabhan  
(804) 649-6103

#### **Media Contact:**

Ray Kozakewicz  
(804) 649-6748