

## SUPPLEMENTAL INFORMATION

Media General, Inc.

### RESULTS BY PLATFORM

The Company manages its operations and financial performance in five geographic market segments and a sixth segment that includes the Company's interactive advertising services and certain other operations. Although the Company is principally managed geographically, its operations generally fall into the following three platforms: Broadcast Television, Digital Media and Print. The Broadcast Television platform consists of 18 network-affiliated television stations. The Print platform includes 23 daily newspapers and more than 200 specialty publications including weekly newspapers and niche publications. The Digital Media platform consists of all of the websites associated with the Broadcast Television and Print properties along with three advertising services companies: Blockdot, which specializes in interactive entertainment and advergaming technologies; DealTaker.com, a coupon and shopping website; and NetInformer, a provider of wireless media and mobile marketing services.

Platform revenue, depreciation and amortization, operating profit (loss) and cash flow are presented for informational purposes only and are provided for the benefit of investors, lenders, financial analysts and rating agencies. These groups may use this information, along with other measures, to evaluate the Company's performance in comparison to peers. Consistent with the Company's segment presentation, amortization of acquired intangibles is not allocated to individual platforms. In the presentation by platform, depreciation and amortization of certain corporate assets that relate solely to a particular platform are allocated to the related platform. Additionally, intercompany costs associated with content that was originally developed for Print or Broadcast and also used on the websites, along with certain sales commissions, are not allocated to the Digital Media results. The results by platform exclude intercompany sales.

| <i>(Unaudited, in thousands)</i>                                 | Revenues          | Depreciation &<br>Amortization | Operating<br>Profit (Loss) | Platform Cash<br>Flow |
|--|-------------------|--------------------------------|----------------------------|-----------------------|
| <b>Twelve Months Ended December 27, 2009</b>                     |                   |                                |                            |                       |
| Broadcast television   | \$ 258,967        | \$ (23,031)                    | \$ 41,988                  | \$ 65,019             |
| Digital media and other  | 41,143            | (1,692)                        | 2,832                      | 4,524                 |
| Print  | 357,502           | (24,909)                       | 40,053                     | 64,962                |
|  |                   |                                | <u>84,873</u>              | <u>\$ 134,505</u>     |
| Unallocated amounts  |                   |                                |                            |                       |
| Acquisition intangibles amortization                             | -                 | (7,064)                        | (7,064)                    |                       |
| Corporate expense  | -                 | (2,482)                        | (27,067)                   |                       |
|  | <u>\$ 657,612</u> | <u>\$ (59,178)</u>             |                            |                       |
| Interest expense   |                   |                                | (41,978)                   |                       |
| Impairment of and income (loss) on investments                   |                   |                                | 701                        |                       |
| Goodwill and other asset impairment                              |                   |                                | (84,220)                   |                       |
| Gain on insurance recovery                                       |                   |                                | 1,915                      |                       |
| Other  |                   |                                | (591)                      |                       |
| Consolidated loss from continuing operations before income taxes |                   |                                | <u>\$ (73,431)</u>         |                       |

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| <i>(Unaudited, in thousands)</i>         | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|--|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Three Months Ended March 28, 2010</b> |                   |                             |                         |                    |
| Broadcast television                     | \$ 67,085         | \$ (5,331)                  | \$ 12,355               | \$ 17,686          |
| Digital media and other                  | 10,481            | (363)                       | 1,211                   | 1,574              |
| Print                                    | 81,298            | (5,823)                     | 5,795                   | 11,618             |
|  |                   |                             | <u>19,361</u>           | <u>\$ 30,878</u>   |
| Unallocated amounts:                     |                   |                             |                         |                    |
| Acquisition intangibles amortization     | -                 | (1,571)                     | (1,571)                 |                    |
| Corporate expense                        | -                 | (613)                       | (7,956)                 |                    |
|  | <u>\$ 158,864</u> | <u>\$ (13,701)</u>          |                         |                    |
| Corporate interest expense               |                   |                             | (19,814)                |                    |
| Other                                    |                   |                             | (759)                   |                    |
| Consolidated loss before income taxes    |                   |                             | <u>\$ (10,739)</u>      |                    |

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| <i>(Unaudited, in thousands)</i>        | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|---|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Three Months Ended June 27, 2010</b> |                   |                             |                         |                    |
| Broadcast television                    | \$ 72,509         | \$ (5,332)                  | \$ 18,258               | \$ 23,590          |
| Digital media and other                 | 10,748            | (365)                       | 677                     | 1,042              |
| Print                                   | 82,905            | (5,822)                     | 8,739                   | 14,561             |
|   |                   |                             | <u>27,674</u>           | <u>\$ 39,193</u>   |
| Unallocated amounts:                    |                   |                             |                         |                    |
| Acquisition intangibles amortization    | -                 | (1,571)                     | (1,571)                 |                    |
| Corporate expense                       | -                 | (607)                       | (7,756)                 |                    |
|   | <u>\$ 166,162</u> | <u>\$ (13,697)</u>          |                         |                    |
| Corporate interest expense              |                   |                             | (17,083)                |                    |
| Other                                   |                   |                             | (1,902)                 |                    |
| Consolidated loss before income taxes   |                   |                             | <u>\$ (638)</u>         |                    |

| <i>(Unaudited, in thousands)</i>      | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|---------------------------------------|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Six Months Ended June 27, 2010</b> |                   |                             |                         |                    |
| Broadcast television                  | \$ 139,594        | \$ (10,663)                 | \$ 30,613               | \$ 41,276          |
| Digital media and other               | 21,229            | (728)                       | 1,888                   | 2,616              |
| Print                                 | 164,203           | (11,645)                    | 14,534                  | 26,179             |
|                                       |                   |                             | <u>47,035</u>           | <u>\$ 70,071</u>   |
| Unallocated amounts:                  |                   |                             |                         |                    |
| Acquisition intangibles amortization  | -                 | (3,142)                     | (3,142)                 |                    |
| Corporate expense                     | -                 | (1,220)                     | (15,712)                |                    |
|                                       | <u>\$ 325,026</u> | <u>\$ (27,398)</u>          |                         |                    |
| Corporate interest expense            |                   |                             | (36,897)                |                    |
| Other                                 |                   |                             | (2,661)                 |                    |
| Consolidated loss before income taxes |                   |                             | <u>\$ (11,377)</u>      |                    |

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| <i>(Unaudited, in thousands)</i>             | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|--|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Three Months Ended September 26, 2010</b> |                   |                             |                         |                    |
| Broadcast television                         | \$ 75,009         | \$ (5,171)                  | \$ 18,161               | \$ 23,332          |
| Digital media and other                      | 10,517            | (240)                       | 270                     | 510                |
| Print  | 77,687            | (5,752)                     | 2,902                   | 8,654              |
|  |                   |                             | <u>21,333</u>           | <u>\$ 32,496</u>   |
| Unallocated amounts:                         |                   |                             |                         |                    |
| Acquisition intangibles amortization         | -                 | (1,518)                     | (1,518)                 |                    |
| Corporate expense                            | -                 | (523)                       | (7,888)                 |                    |
|  | <u>\$ 163,213</u> | <u>\$ (13,204)</u>          |                         |                    |
| Corporate interest expense                   |                   |                             | (17,007)                |                    |
| Other  |                   |                             | (289)                   |                    |
| Consolidated loss before income taxes        |                   |                             | <u>\$ (5,369)</u>       |                    |

| <i>(Unaudited, in thousands)</i>            | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|---|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Nine Months Ended September 26, 2010</b> |                   |                             |                         |                    |
| Broadcast television                        | \$ 214,603        | \$ (15,834)                 | \$ 48,774               | \$ 64,608          |
| Digital media and other                     | 31,746            | (968)                       | 2,158                   | 3,126              |
| Print                                       | 241,890           | (17,397)                    | 17,436                  | 34,833             |
|   |                   |                             | <u>68,368</u>           | <u>\$ 102,567</u>  |
| Unallocated amounts:                        |                   |                             |                         |                    |
| Acquisition intangibles amortization        | -                 | (4,660)                     | (4,660)                 |                    |
| Corporate expense                           | -                 | (1,743)                     | (23,600)                |                    |
|   | <u>\$ 488,239</u> | <u>\$ (40,602)</u>          |                         |                    |
| Corporate interest expense                  |                   |                             | (53,904)                |                    |
| Other                                       |                   |                             | (2,950)                 |                    |
| Consolidated loss before income taxes       |                   |                             | <u>\$ (16,746)</u>      |                    |

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| <i>(Unaudited, in thousands)</i>            | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|---|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Three Months Ended December 26, 2010</b> |                   |                             |                         |                    |
| Broadcast television                        | \$ 92,147         | \$ (4,825)                  | \$ 35,459               | \$ 40,284          |
| Digital media and other                     | 11,247            | (197)                       | 243                     | 440                |
| Print                                       | 86,482            | (5,438)                     | 9,062                   | 14,500             |
|   |                   |                             | <u>44,764</u>           | <u>\$ 55,224</u>   |
| Unallocated amounts:                        |                   |                             |                         |                    |
| Acquisition intangibles amortization        | -                 | (1,515)                     | (1,515)                 |                    |
| Corporate expense                           | -                 | (512)                       | (7,918)                 |                    |
|   | <u>\$ 189,876</u> | <u>\$ (12,487)</u>          |                         |                    |
| Corporate interest expense                  |                   |                             | (17,116)                |                    |
| Gain on insurance recovery                  |                   |                             | 956                     |                    |
| Other                                       |                   |                             | 364                     |                    |
| Consolidated income before income taxes     |                   |                             | <u>\$ 19,535</u>        |                    |

| <i>(Unaudited, in thousands)</i>             | Revenues          | Depreciation & Amortization | Operating Profit (Loss) | Platform Cash Flow |
|--|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Twelve Months Ended December 26, 2010</b> |                   |                             |                         |                    |
| Broadcast television                         | \$ 306,750        | \$ (20,659)                 | \$ 84,233               | \$ 104,892         |
| Digital media and other                      | 42,993            | (1,165)                     | 2,401                   | 3,566              |
| Print  | 328,372           | (22,835)                    | 26,498                  | 49,333             |
|  |                   |                             | <u>113,132</u>          | <u>\$ 157,791</u>  |
| Unallocated amounts:                         |                   |                             |                         |                    |
| Acquisition intangibles amortization         | -                 | (6,175)                     | (6,175)                 |                    |
| Corporate expense                            | -                 | (2,255)                     | (31,518)                |                    |
|  | <u>\$ 678,115</u> | <u>\$ (53,089)</u>          |                         |                    |
| Corporate interest expense                   |                   |                             | (71,020)                |                    |
| Gain on insurance recovery                   |                   |                             | 956                     |                    |
| Other  |                   |                             | (2,586)                 |                    |
| Consolidated income before income taxes      |                   |                             | <u>\$ 2,789</u>         |                    |

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|--|-------------------|-----------------------------|-------------------------|--------------------|
| <b>Three Months Ended March 27, 2011</b> |                   |                             |                         |                    |
| Broadcast television                     | \$ 65,326         | \$ (5,090)                  | \$ 11,496               | \$ 16,586          |
| Digital media and other                  | 10,273            | (239)                       | (379)                   | (140)              |
| Print                                    | 73,344            | (5,556)                     | <u>(2,545)</u>          | <u>3,011</u>       |
|  |                   |                             | 8,572                   | <u>\$ 19,457</u>   |
| Unallocated amounts:                     |                   |                             |                         |                    |
| Acquisition intangibles amortization     | -                 | (1,514)                     | (1,514)                 |                    |
| Corporate expense                        | -                 | (620)                       | (8,272)                 |                    |
|  | <u>\$ 148,943</u> | <u>\$ (13,019)</u>          |                         |                    |
| Corporate interest expense               |                   |                             | (16,553)                |                    |
| Other                                    |                   |                             | <u>(2,779)</u>          |                    |
| Consolidated loss before income taxes    |                   |                             | <u>\$ (20,546)</u>      |                    |