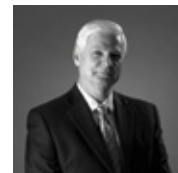




Press Release, November 2, 2011

Contact:  
 Name: Dan Gaydou  
 Email: [press@mlivemediagroup.com](mailto:press@mlivemediagroup.com)  
 Phone: 616-222-5818



## DIGITAL NEWS AND INFORMATION COMPANY, MLIVE MEDIA GROUP ANNOUNCED TODAY

New Company to Serve Communities Across Michigan  
 with Innovative Digital and Print Media Products.

Key Support Services to be provided by Advance Central Services Michigan.

**Grand Rapids, Michigan – Nov. 2, 2011** – Two new companies – MLive Media Group and Advance Central Services Michigan – will take over the operations of Booth Newspapers and MLive.com, it was announced today by Dan Gaydou, president of MLive Media Group. The Michigan-based entities, which will begin operating on February 2, 2012, will serve the changing news and information needs of communities across Michigan.

MLive Media Group will be a digital-first media company that encompasses all content, sales and marketing operations for its digital and print properties in Michigan, including all current newspapers (The Grand Rapids Press, The Muskegon Chronicle, The Jackson Citizen Patriot, The Flint Journal, The Bay City Times, The Saginaw News, Kalamazoo Gazette, AnnArbor.com, Advance Weeklies) and the MLive.com and AnnArbor.com web sites.

“The news and advertising landscape is changing fast, but we are well-positioned to use our talented team and our long record of journalistic excellence to create a dynamic, competitive, digitally oriented news operation,” Gaydou said. “We will be highly responsive to the changing needs of our audiences, and deliver effective options for our advertisers and business partners. We are excited about our future and confident this new company will allow us to provide superior news coverage to our readers – online, on their phone or tablet, and in print.”

“Our new company will be dedicated to meeting the needs of audiences, regardless of the platform, and developing solutions for our business partners, based on their needs,” Gaydou said.

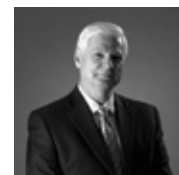
The second company, Advance Central Services Michigan, will provide important support functions for MLive Media Group, including production, distribution, purchasing, accounting and human resources. Michael Ply, vice president and general manager, will lead Advance Central Services Michigan. Both new companies will be based in Grand Rapids.

“MLive Media Group will focus on innovation and community engagement, measuring our shared success by that of our employees, advertisers, local communities and business partners alike,” Gaydou said. “And we will be grounded in the principles that made us who we are today. We are looking forward to learning from and growing with the communities we are privileged to serve. Today is just the beginning.”



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Feedback from subscribers, advertisers and members of Michigan communities guided the planning, structure and aspirations of MLive Media Group. In addition to adapting the company's focus to digital delivery, long-term plans include:

- Expanding content offerings on MLive.com, with an emphasis on community engagement;
- Launching a redesigned MLive.com web site, with increased functionality to better serve local audiences' needs and preferences;
- Accelerating development of innovative news delivery solutions and offerings through MLive.com and mobile platforms, reaching consumers wherever they are;
- Reducing home delivery print publication schedules for some newspapers early next year, while investing more in growing digital platforms;
- Investing in superior product development in partnership with Advance Digital (formerly Advance Internet), which is seen as essential to the growth and development of MLive Media Group's products and services.
- Opening new, state-of-the-art news media facilities designed to inspire MLive Media Group employees and better serve Michigan communities.

The changes will lead to a reduction in work force as MLive Media Group moves to a more competitive business model and orientation toward digital delivery. However, the changing business model and emphasis on digital skills will provide openings for many new kinds of jobs and workers across the state.

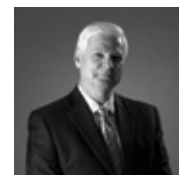
"As we make changes to our team, we will strive to treat all our employees with the same level of professionalism and respect they have come to expect from us every day," Gaydou said. "We are also grateful that we will be able to fill many critical positions at MLive Media Group and Advance Central Services Michigan with our skilled and accomplished colleagues. "

Beginning February 2, 2012, home-delivery schedules for newspapers in Grand Rapids, Kalamazoo, Muskegon and Jackson will change, with home delivery offered on Tuesday, Thursday and Sunday each week, supplemented with nonstop coverage available on MLive.com. Home-delivered editions will be expanded and enhanced to deliver seven days of news and information. All four newspapers will continue to publish printed editions every day of the week, with single copies available at numerous locations in each market and also via e-editions customized for tablets and personal computers.



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Current publication and home delivery schedules for newspapers in Flint (Tuesday, Thursday, Friday and Sunday home delivery) and Ann Arbor (Thursday and Sunday delivery) will remain unchanged. The Saginaw News and The Bay City Times – now delivered on Thursday, Friday and Sunday – will begin offering their Tuesday newsstand-only edition to subscribers beginning December 13.

As a part of consolidations of production, the printing facility at The Flint Journal will be closed effective February 2, 2012, and all Flint Journal print operations will be shifted to the Valley Publishing facility in Bay County, which currently prints The Bay City Times and Saginaw News. The Grand Rapids Press, The Kalamazoo Gazette and The Muskegon Chronicle will be printed at the Walker Production Facility; AnnArbor.com and The Jackson Citizen Patriot will be printed at Ann Arbor Offset.

And to streamline editorial production, regional copy-editing centers in Jackson and Bay County will be consolidated into an existing regional copy-desk operation in Grand Rapids. The new center will begin operations on February 2, 2012, and will edit, design and package all print editions for MLive Media Group.

“Our newspapers will continue to be an important part of MLive Media Group,” Gaydou said. “This new course is inspired and driven by our desire to do what’s right for our readers, our employees, our advertisers and the communities of Michigan we serve.”

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