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NEWS RELEASE

New Scripps executive will lead efforts to create niche newspaper products

For immediate release
March 27, 2008

(NYSE: SSP)

CINCINNATI – Javier J. Aldape, a journalist, publisher and corporate executive who has led newspaper audience development efforts in markets from coast to coast, has been named vice president of niche products for the newspaper division of The E. W. Scripps Company.

Beginning April 14, Aldape, 36, will work with the company's newspapers in 15 communities to identify market-specific or company-wide opportunities to create print or online specialty publications. His appointment aligns with the company's strategy to increase the share of ad revenue that is derived from niche products.

“Javier has a long and impressive track record of expanding the audience and revenue bases of newspapers,” said Mark G. Contreras, senior vice president of newspapers for Scripps. “He has demonstrated the ability to bring together newspaper leaders to create products that lure new readers and appeal to advertisers. It's an expertise that will benefit all of our newspapers as they broaden their reach and take more advertising share in our markets.”

Aldape most recently was the vice president of audience development for the Los Angeles Times, while simultaneously serving as general manager and editor of Hoy Los Angeles. Along with leading Hoy LA, he worked with teams within the Los Angeles Times Media Group to help grow audience and readership across its portfolio of products.

From 2005 to 2007, Aldape was editor and vice president of product and audience development for Hoy, a Spanish-language daily newspaper with editions in New York, Los Angeles and Chicago.

He held various positions with the Fort Worth Star-Telegram from 1999 to 2005, including publisher of its daily Spanish-language publication, Diario La Estrella. From 1996 to 1998, he was the managing editor of *El Telégrafo* in Guayaquil, Ecuador.

Aldape was named one of Hispanic Magazine's "25 Most Powerful Hispanics" in February 2006 and Poder Magazine's "100 Most Powerful Hispanics" list for 2006/2007.

Aldape has served in a variety of top leadership positions within the National Association of Hispanic Journalists and the Newspaper Association of America.

About Scripps

The E. W. Scripps Company (NYSE: SSP) is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, interactive media, and licensing and syndication.

The company's portfolio of media properties includes: **Scripps Networks**, with such brands as HGTV, Food Network, DIY Network, Fine Living and Great American Country; **daily and community newspapers** in 15 markets and the Washington-based Scripps Media Center, home to the Scripps Howard News Service; **10 broadcast TV stations**, including six ABC-affiliated stations, three NBC affiliates and one independent; **Scripps Interactive Media**, including leading online search and comparison shopping services, **Shopzilla** and **uSwitch**; and **United Media**, a leading worldwide licensing and syndication company that is the home of PEANUTS, DILBERT and approximately 150 other features and comics.

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