



Press Release

New Web service -- KYPPost.com – to build on journalistic tradition of The Post newspapers *Site will focus on Northern Kentucky news and information*

For immediate release
Jan. 1, 2008

CINCINNATI – Building on the 126-year journalistic tradition of The Post newspapers, a new Internet service called KYPPost.com launched today to meet the growing demand from Northern Kentucky media consumers for up-to-the-minute local news, sports and entertainment information.

KYPPost.com will deliver a wide range of easy-to-access and relevant content, with an emphasis on breaking local news, traffic advisories, prep sports scores and schedules, weather, local obituaries and more, all with an entirely Northern Kentucky focus.

With its targeted mission of spotlighting “Life in the 859,” KYPPost.com also will include video news, Kentucky news by the Associated Press, and feature content relevant to Northern Kentuckians that’s created and distributed by the Scripps Media Center in Washington D.C.

KYPPost.com, which has been designed as an easy-to-use platform for citizen journalists and contributors of user-generated content, also will include information and news stories on Northern Kentucky’s local religious communities, outdoor life and community events.

KYPPost.com will operate as a standalone, advertising-supported local media brand. It will be hosted by WCPO-TV and its Web site, WCPO.com. KYPPost.com also will benefit from video content and local reporting provided by WCPO that’s relevant to Northern Kentucky residents.

KYPPost.com, WCPO and WCPO.com are all local media businesses operated by The E. W. Scripps Company.

“After considerable analysis, we determined that the next chapter in the long and successful story of The Post should be found on the Web,” said Rich Boehne, executive vice president and chief operating officer for Scripps. “The launch of KYPost.com demonstrates our commitment at Scripps to deliver news and information that’s particularly relevant to Northern Kentucky.”

Editorial direction for KYPost.com will be provided by Kerry Duke, a veteran newspaper and online journalist who has been serving as projects editor for The Kentucky Post. As managing editor for KYPost.com, Duke will be responsible for the design and content of the Web site.

Advertising sales will be directed by a sales staff dedicated specifically to building KYPost.com as a self-supporting media business.

“At this stage, KYPost.com is very much a work in progress, so we’ll be looking to the people using the site to help us determine what’s most relevant to them,” Duke said. “It’s our intention to honor the tradition of The Kentucky Post by building a vibrant online media service that captures the essence of what it means to live in Northern Kentucky. We’ll be leveraging the power of the Internet to build online communities of people with like interests and concerns, as well as establishing ourselves as the most dependable source for Northern Kentucky news and information.”

About KYPost.com

KYPost.com is an interactive, online news and information community serving the Northern Kentucky neighborhoods of Greater Cincinnati. Operated by The E. W. Scripps Company (NYSE: SSP), the Web site is a standalone, advertising-supported service that delivers up-to-the-minute and relevant news and information and provides an easy-to-use platform for a wide range of user-generated content.

###

Contact: Kerry Duke, KYPost.com, 513-233-1474

Email: kerry.duke@KYPost.com