



Lee Enterprises Appoints Lisa Sievers Publisher of Muscatine Journal

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MUSCATINE, Iowa, Mar 27, 2002 (BUSINESS WIRE) -- Lee Enterprises (NYSE:LEE) announced today the promotion of Lisa Sievers to publisher of the 162-year-old Muscatine Journal.

Charles Pittman, publisher of the Quad-City Times in Davenport and head of the Quad-Cities/Muscatine strategic business unit for Lee Enterprises, said the appointment is effective today.

"Lisa needs few introductions, especially here in Muscatine," Pittman told staff members. "She was controller and human resources manager at the Journal for eight years, and she has been back from the corporate office many times in the last five years to lend a hand with projects. You know her as an energetic leader, clear thinker and caring friend. So do I. Congratulations to us for getting her back."

Sievers, who farms with her husband and two children near Durant, worked at the Journal from 1989 until 1997, when she joined the corporate financial staff at Lee headquarters in Davenport. For two years she helped lead the installation of a new financial reporting system in Lee's newspapers across the country, returning to the corporate office as senior financial analyst.

Michael Phelps, vice president for publishing, sales and marketing, said Sievers was selected from among a long list of internal as well as external candidates. "Hands down, she's a perfect fit in every way, including her knowledge of and affinity for the community. She knows the market and she knows the people. More importantly, she knows how this newspaper can and will continue to serve them better."

He added: "For the past year and a half, she has monitored and tracked the work of the corporate sales and marketing team, and in that work has gained invaluable exposure to and knowledge of the selling of newspapers and newspaper advertising -- experience that will serve her well as publisher."

Sievers, 42, is a graduate of Iowa State University. She is a member of International Newspaper Financial Executives, as well as the Iowa and National Societies of Certified Public Accountants. In January, she was elected chair of the Adler Theatre Foundation Board in Davenport. She is a member of the Scott County Farm Bureau, the Durant Athletic Boosters and Gloria Dei Lutheran Church in Durant.

She and her husband, Bryan, farm 2,500 acres near Durant. They have a son, Jon, a freshman at Iowa State University, and a daughter, Jenna, who is a sophomore at Durant Community School. Bryan serves as a member of the Iowa House of Representatives.

As publisher in Muscatine, she succeeds Mark Roby, who left to become publisher of his hometown newspaper in Watertown, S.D.

The Muscatine Journal is Lee's oldest newspaper, dating to 1840. One of its early correspondents was a teenage Samuel Clemens, later known as Mark Twain.

The Journal has daily circulation of 8,000, serving as the primary news source in the area surrounding Muscatine County.

Lee Enterprises owns 23 daily newspapers and a joint interest in five others. Lee is in the process of acquiring 15 daily newspapers and joint interest in two others. Additionally, Lee owns more than 100 weekly newspapers, shoppers and classified and specialty publications, along with associated online services.

Lee is based in Davenport, Iowa. Its stock is traded on the New York Stock Exchange under the symbol LEE. More information about Lee Enterprises is available at www.lee.net.

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