



Greg Moore Will Lead Lee Enterprises Nickel Publications in Pacific NW

September 29, 2003

SEATTLE--(BUSINESS WIRE)--Sept. 29, 2003--Greg Moore, an 18-year veteran of Lee Enterprises (NYSE:LEE) newspapers, shoppers and agricultural publications, has been appointed publisher of Nickel Publications in Washington and Oregon.

Operations include the Little Nickel, a classified advertising publication based in Lynnwood, Wash., with weekly distribution of 320,000 in the Seattle area, and Nickel Ads, serving the Portland, Ore., region with weekly distribution of 172,000.

John VanStrydonck, Lee vice president for Pacific Northwest publishing, announced the appointment today. "The Little Nickel and Nickel Ads are among the largest classified publications in the country, reaching a half-million households a week. An operation that big requires a leader with a strong background in shoppers, sales and management. So I picked up the phone and called Greg."

Moore, who has served as group publisher of Lee's agricultural publications since 1994, said: "It's an exciting opportunity because the Little Nickel and Nickel ads are such well-established brands, and also because there's such a very solid team in place here. I look forward to furthering the mission of linking buyers and sellers."

Lee Agri-Media, based in Bismarck, N.D., consists of six farm newspapers with affiliates serving North and South Dakota, Colorado, Idaho, Iowa, Kansas, Montana, Minnesota, Nebraska, Wisconsin and Wyoming.

Before joining the farm publications, he served as a regional and general manager in Lee's former shopper division. Before that, he held classified and retail manager positions with Lee dailies. He began his career with Lee in 1985 at the Billings Gazette as general manager of the Yellowstone Shopper.

He is a 1980 graduate of Bowling Green State University with a degree in communications and an English minor. His trade and civic organization contributions include the Agricultural Council of American Business Media (formerly Ag Publishers Association), National Agri-Marketing Association, The Great Plains Jazz Society, The Heisey Collectors of America and the United Way. He and his wife, Gloria, have two adult children.

In addition to classified advertising publications in the Pacific Northwest, Lee Enterprises owns 38 daily newspapers and a joint interest in six others, along with associated online services. Lee also publishes more than 175 weekly newspapers, shoppers and classified and specialty publications. Lee 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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SOURCE: Lee Enterprises