



Lee Enterprises Names Rosanne Cheeseman Vice President for Sales and Marketing

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DAVENPORT, Iowa--(BUSINESS WIRE)--Nov. 30, 2004--Rosanne Cheeseman, associate publisher of the North County Times in Oceanside/Escondido, Calif., has been appointed vice president for sales and marketing at Lee Enterprises (NYSE:LEE).

She succeeds Kevin Mowbray, who has become publisher of The Times of Northwest Indiana, based in Munster, and continues as a vice president.

"We're fortunate in Lee to have many outstanding sales leaders, and Rosanne ranks right at the top," said Mary Junck, Lee chairman and chief executive officer. "Over the last two years, she has driven exceptionally rapid revenue growth at one of our largest newspapers, and before that she led all of our sales training and played a pivotal role in ramping up sales programs across Lee as we made revenue growth a top priority. Rosanne is remarkably talented, universally liked and widely admired. As you can tell, I'm one of her many fans."

Cheeseman, 50, said: "Kevin Mowbray leaves big shoes, but he also leaves a creative and energized staff with terrific momentum that has kept Lee at the forefront of the industry in revenue growth. I look forward to helping advance the many sales programs we already have in place, as well as helping our publishers, sales managers and sales executives launch new ones."

Cheeseman has directed advertising at the North County Times since 2002, and recently was promoted to associate publisher. She previously was director of sales development for Lee's daily newspapers, weeklies and shoppers. She began her career in 1986 at Edgerton (WI) Reporter/Directions Publishing, advancing to director of sales and marketing. In 1995, she joined Insiders Publishing as a regional manager and was promoted to national advertising director a few months later. She joined Lee in 1998.

She has been active in many industry organizations and is a member of the Newspaper Association of America's Display Federation's Board of Directors, the American Press Institute Advertising Advisory Board, the San Diego North Economic Development Council and the San Diego Ad Club Board of Directors.

She holds a master of fine arts degree from Idaho State University. She and her husband, James Van Deurzen, will move from Escondido to Davenport.

Lee Enterprises is based in Davenport and is the premier publisher of daily newspapers in midsize markets. Lee owns 38 daily newspapers and a joint interest in six others, along with associated online services. Lee also publishes 200 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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