

## **Lee Enterprises Selects Jivox to Power its Interactive Online Video Advertising Offering**

*Nation's leading local media company licenses the Jivox platform to offer interactive online video advertising solutions to its advertisers*

**San Mateo, California– July 20, 2010** – Jivox, the leading provider of interactive online video advertising technology, today announced that Lee Enterprises, Incorporated (NYSE: LEE) has licensed its leading Online Video Advertising Platform to offer interactive video advertising solutions to its advertisers.

Lee Enterprises, the nation's leading provider of local news, information and advertising operating 49 daily newspapers and 300 specialty publications in 23 states, is using the Jivox interactive online video advertising platform to allow its advertisers to place highly engaging video ads on its web properties. Using Jivox, Lee's account teams are able to easily manage all aspects of the company's video advertising offering – including creative management, campaign management, distribution and analytics – from a single, web-based interface.

“Our advertisers have already started adding interactive video ads to their marketing mix, and we're excited to see how fast the Jivox platform was adopted by our sales staff to deliver online video ad campaigns for our advertisers,” said Gregory P. Schermer, Vice President, Interactive Media at Lee Enterprises. “Jivox was easy to implement and is a powerful platform helping our advertisers who want to connect with new customers in an effective and engaging way.”

As a Jivox platform partner, Lee's sales and ad operations teams use the Jivox platform to access and manage their advertiser accounts, enter insertion orders, set campaign pricing, track campaign performance in real-time and traffic video ads all from a single, central console.

“We are pleased to be working with Lee Enterprises to bring the power of interactive online video ads to their advertisers and to help them generate significant revenues,” said Diaz Nesamoney, CEO of Jivox. “Lee Enterprises has already recognized the benefits of offering video ad inventory, and by joining with Jivox, has gone a step further to offer its advertisers the latest interactive video advertising technology to create, target, launch, and measure their video campaigns to attain maximum clicks and conversions.”

The Jivox interactive video advertising technology is used by over 30 large online publishers, including The Gannett Company, Media News Group, The McClatchy Company, The Chicago Sun Times, Weather Underground and many others. Jivox is an active member of the Interactive

Advertising Bureau (IAB) and is one of the first online video ad platforms to be fully certified by the IAB.

### **About Jivox**

Jivox technology enables agencies, brand advertisers and publishers to deliver interactive online video advertisements powered by interactive and social sharing widgets. Paired with advanced targeting, optimization and real-time campaign analytics, Jivox provides an unparalleled video advertising solution. The end result is a better-informed, more engaged audience, improved ad performance and ultimately higher ROI on video ad campaigns. Using Jivox, advertisers and agencies run video ads on the Jivox Publisher and Audience Network which has an available reach of over 125 million monthly unique visitors and is comprised of premium websites. In turn, Publishers license and use the Jivox platform to deliver video ads on their own web properties for their clients and manage all aspects of ad operations. Jivox is a privately held company headquartered in San Mateo, Calif. For more information about Jivox, please visit <http://www.jivox.com>.

### **About LEE**

Lee Enterprises is a leading provider of local news, information and advertising in primarily midsize markets, with 49 daily newspapers and a joint interest in four others, online sites and 300 specialty publications in 23 states. Lee's newspapers have circulation of 1.4 million daily and 1.7 million Sunday, reaching nearly four million readers daily. Lee's online sites attract nearly 16 million unique visits monthly, and Lee's weekly publications have distribution of four million households. Lee's markets include St. Louis, Mo.; Lincoln, Neb.; Madison, Wis.; Davenport, Iowa; Billings, Mont.; Bloomington, Ill.; and Tucson, Ariz. Lee stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit [www.lee.net](http://www.lee.net).

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