



News Release

*Contact: Tom Ratkovich
(303) 296-9966
ter@ASTECH-intermedia.com
For Immediate Release*

MEDIANEWS GROUP MAKES MOVE TO MARKETING AUTOMATION

DENVER, December 13, 2005 – MediaNews Group (MNG) has contracted with ASTECH InterMedia to implement ASTECH's MAAX™ Solution Suite, a data-driven marketing automation solution employed by nearly 50 newspapers in North America.

Executive Vice President and Chief Operating Officer Gerald Grilly believes MAAX will provide MNG with a level of sophistication that is becoming increasingly essential in today's competitive media environment.

"This industry is facing challenges from every direction," says Grilly. "We believe we can turn these challenges into opportunities by learning more about our customers – and our customers' customers. Our investment with ASTECH is an investment in our future. We anticipate meaningful improvements in circulation marketing productivity resulting from intelligent, integrated sales initiatives. And an enhanced capability to serve the target marketing needs of our advertisers will drive our corporate objective of revenue diversification and enhancement."

MNG's Los Angeles Newspaper Group is the first to go live with MAAX, having completed implementation in November. Next up is the Alameda Newspaper Group with training to be completed in December, followed immediately by the Connecticut Post and Newspaper Agency Corporation, of which MNG's Salt Lake City Tribune is a JOA partner.

"Like most of our clients, MediaNews Group is acquiring the tools and expertise to compete effectively in a very challenging media environment," says Tom Ratkovich, ASTECH president and CEO. "We share their vision of a prosperous future for the industry, and look forward to a partnership designed to make that vision a reality."

MAAX is a fully-integrated, end-to-end marketing analysis and campaign management system designed specifically for the varied and complex requirements of newspaper marketers. Importantly, MAAX delivers a powerful, cost-efficient and scalable marketing database solution that front-line managers can understand and actively use in their daily approach to the business.

MediaNews Group, Inc. is the nation's seventh largest newspaper company, with headquarters in Denver, CO. MediaNews Group and its affiliated companies publish 50 daily newspapers and 121 non-daily publications in 12 states with daily and Sunday circulation of approximately 2.1 million and 2.4 million, respectively. In addition, MediaNews Group owns a CBS affiliate in Anchorage, Alaska and four radio stations in Texas. MediaNews Group maintains 74 Web sites for its daily newspapers and an umbrella site, newschoice.com.

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the publishers. The company, founded in 1992, supports the strategic data-driven marketing initiatives of more than 175 newspapers worldwide. Its innovative marketing solutions include a variety of consulting and education services, application-specific software and data products.

#