

SUBSCRIBER Q&A

Background:

On March 31, 2009, Sun-Times Media Group, Inc. and certain of its affiliates filed voluntary petitions under Chapter 11 of the U.S. Bankruptcy Code. Through the bankruptcy proceedings, we intend to focus on further improving our cost structure and stabilizing operations. We also will commence a process for the sale of assets pursuant to Section 363 of the Bankruptcy Code. It is important to note that we will continue to publish our newspapers and operate our online sites. Service to our loyal and important advertisers, readers and Web site users will not be interrupted during this process.

You may be interested to read our CEO letter to our readers and advertisers and keep informed by going to www.thesuntimesgroup.com.

Does this mean that Sun-Times is going out of business?

No. We will continue to operate our newspapers and online sites while we are in bankruptcy. Our readers will still enjoy the same publications and quality that they have come to expect from us. We will be exploring, as we have done in the past, ways to better run our newspaper businesses to address our readers' needs and the realities of today's marketplace.

As a subscriber, will there be any changes in my services?

No. Newspapers will continue to be delivered as they are today, and our subscribers will continue to get the great mix of news, sports, features and opinion that they have come to count on.

How can I be sure that the paper I subscribe to will continue to provide what it currently provides now?

We are going through this Chapter 11 process to develop strategic options that will ultimately protect our respected media properties. We are dedicated to continuing to provide you with the same quality and reliability in your paper that you have come to expect and have always received.

Do you plan to raise subscription rates to help the bottom line?

In the ordinary course of its business, Sun-Times reviews its pricing plans and newsstand prices for their competitiveness and in light of costs and market changes. These reviews can lead to price adjustments from time to time. This is not an aspect of Chapter 11. Rather, it is a normal part of managing a business.

As you may know, the Chicago Sun-Times recently announced an increase in its single copy price for the Monday to Saturday edition from 50 cents to 75 cents. This is the first increase in five years and does reflect the need to cover the increasing costs of production and delivery. The Sunday price of \$1.50 remains unchanged. However, the subscription rate – just 20 cents a day – provides a significant daily savings rate, which we hope will encourage our readers to enjoy the added convenience of a delivered paper to their home or office.

Will your suppliers continue to provide you with newsprint, ink and other vital services?

We have enjoyed long relationships with many of our suppliers and we will be working with them through the bankruptcy process. Importantly, as a Company in Chapter 11, we will be able to pay our suppliers for their post-petition goods and services in accordance with the normal terms of our agreements. Most large companies, which include the majority of our critical suppliers, are familiar with this process and understand that payments from us for services provided during the Chapter 11 process will be paid according to their ordinary payment terms.

How long do you think it will take for the Company to work out of Chapter 11?

We intend to move through the Chapter 11 process as quickly as possible and expect the process to be completed in 2009.

Will you be closing operations?

It is a stated goal of our Chapter 11 process to reduce costs and make our operations as efficient as possible. At this time, it is premature to speculate what changes will be made. Our commitment is to keep you informed every step of the way and to maintain an open dialogue with you, our employees, our advertisers and our suppliers.

What are you doing to reassure your employees?

We clearly recognize that our employees are the lifeline of our business and are critical to the top-notch services and publications that we provide to our readers and subscribers. We are deploying key senior management to each of our offices to meet with employees and address any questions they may have. We also maintain open lines of communications with all employees, including telephone and email hotlines.

May I hold back payments until the situation clarifies?

No. We expect, and hope, that our subscribers will understand that they are required to honor their contracts and make required payments on time.

How will you prevent this from becoming a major distraction?

We have retained the services of restructuring advisors and attorneys to assist in managing the Chapter 11 process. The details will be handled by them, working alongside a core group of our leadership team. The advertiser and customer facing teams will remain focused on our daily duties and the programs to which we are assigned.