



## Chicago Sun-Times Reports Positive Circulation Performance, Significantly Outpacing the Industry

**CHICAGO, April 27, 2009 - Sun-Times Media Group, Inc. (Pink Sheets: SUTMQ)** today announced that circulation performance for its flagship newspaper, the Chicago Sun-Times, significantly outperformed the industry average during the six-month reporting period ended March 31, 2009, compared to the same period last year. As a result, the Chicago Sun-Times became the 15th largest daily newspaper in the country--based upon Monday through Friday average circulation--moving up from 21st place a year ago. The newspaper's Sunday circulation over the six-month reporting period rose 2.8% for a total average circulation of 254,379. Over the same timeframe, Saturday's average circulation grew 0.9% to 227,311, while daily average circulation (Monday through Friday) remained flat at 312,141. The latest figures are according to the FAS-FAX report released by the Audit Bureau of Circulations (ABC) early this morning.

"These strong results reflect the quality and appeal of the Chicago Sun-Times across the entire Chicago-area marketplace," said Jeremy L. Halbreich, Chairman and Interim Chief Executive Officer of Sun-Times Media Group. "This newspaper has been and always will be the heart and soul of Chicago. Our performance is particularly significant considering today's challenging economic conditions and the fact that average circulation continues to decline across the country, particularly in major markets."

The increase in the Chicago Sun-Times' circulation numbers resulted from a variety of factors, including targeted home delivery campaigns; aggressive single-copy sales promotions; an increase in retail sales outlets; and a relentless commitment to customer service and retention. Additionally, heightened interest in the presidential election and inauguration combined with strong coverage of local Chicago stories contributed to the positive overall results.

"Basically, people are buying our paper because we continue to offer a great product. The Chicago Sun-Times consistently delivers unparalleled local news, we have columnist readers know and trust, not to mention the city's best sports coverage," stated John Barron, the Chicago Sun-Times' publisher.

Combined circulation for the Sun-Times News Group's daily papers, which includes the Chicago Sun-Times and seven suburban newspaper titles, declined slightly for the period ended March 31, 2009. Monday through Friday combined average circulation fell 1.8% to 514,758; combined Saturday average circulation declined 0.5% to 388,852; while combined Sunday/weekend average circulation declined 1.3% to 481,801. Overall, the Sun-Times News Group's combined circulation results significantly outpaced the broader newspaper industry--which faced average declines of 7.1% for Monday through Friday circulation and 5.3% for Sunday/weekend circulation.

Rick Surkamer, President and Chief Operating Officer of Sun-Times Media Group, stated "These results are a compliment to all of our employees who work hard each and every day to make our newspapers the valued voice in their communities."

### **About Sun-Times Media Group**

Sun-Times Media Group, Inc. is dedicated to being the premier source of local news and information for the greater Chicago area. Its media properties include the Chicago Sun-Times and Suntimes.com as well as newspapers and Web sites serving more than 300 communities across Chicago. For more information, please visit our Web site at [www.thesuntimesgroup.com](http://www.thesuntimesgroup.com).

### *Cautionary Statement on Forward-Looking Statements*

Certain statements made in this release and oral statements made from time to time by our representatives are forward-looking statements. Forward-looking statements include, without limitation, information concerning our future results and information regarding our ongoing reorganization process, as well as any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain the words "believe," "anticipate," "expect," "estimate," "project," "will be," "will continue," "will likely result," "plan," or similar words or phrases. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from the forward-looking statements. These factors include, but are not limited to, the status of our reorganization under Chapter 11 of the U.S. Bankruptcy Code, the resolution of certain U.S. and foreign tax matters, changes in the preferences of readers and advertisers, particularly in response to the growth of Internet-based media, actions of competitors, including price changes and the introduction of competitive service offerings, and prevailing economic conditions, particularly as they affect Chicago, Illinois and its metropolitan area. New risks and uncertainties emerge from time to time and it is not possible for management to predict all such risks and uncertainties, nor can it assess the impact of all such risks and uncertainties on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements Any

forward-looking statements made by us speak only as of the date on which they were made, and we undertake no duty to, and do not intend to, update or revise the forward-looking statements after the date on which they are made. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results.

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