



Post-Tribune, Northwest Indiana's Award-Winning Newspaper, Relunched in a Convenient, Easy-to-Read Format

- ***Readers Continue to Get the Region's Best Local Coverage Seven Days a Week***
 - ***Advertisers Get Exciting New Opportunities With New Design***
 - ***Post-Tribune launches new ad campaign 'Easy to hold. Hard to put down'***

MERRILLVILLE, Ind., Sep 03, 2009 (BUSINESS WIRE) -- The Post-Tribune, Northwest Indiana's award-winning, most comprehensive source of local news, today announced the 102-year-old newspaper will convert to an exciting new, portable format with the same great offerings of news and opinion that Northwest Indiana has come to count on.

Readers will get to see the new format on October 5, 2009, when the new and improved Post-Tribune is launched, with the same in-depth reporting, punchy opinion and local features readers expect seven days a week, as well the region's most popular columnists.

"We are excited to provide our readers and advertisers with a new Post-Tribune, which has been long known for really 'getting' Northwest Indiana and knowing what makes its residents tick," said Post-Tribune Publisher Lisa Tatina. "We are eager to work with our advertisers, who are already enthusiastic about the new opportunities to reach their target customers, and are delighted to show our readers their favorite newspaper in a new, better-than-ever format."

The Post-Tribune Web site has been enhanced to place a greater emphasis on up-to-the-minute local news. Readers can receive breaking news as it happens around Northwest Indiana and also can sign up for text updates. To receive updates, text POSTTRIB to 20101. Subscribers can also manage their subscriptions online.

"The Post-Tribune and www.post-trib.com will continue our long, proud tradition of carrying the most relevant local stories and breaking news on Northwest Indiana," said Paulette Haddix, Executive Editor of the Post-Tribune. "This is a wonderful development for our readers, who will continue to find the same great, solid, in-depth stories and features they demand from us in a portable, easy-to-handle format. We look forward to introducing the improved newspaper and online news to our readers and getting their feedback."

In addition to the exciting changes, the Post-Tribune will launch a new ad campaign titled "Easy to hold. Hard to put down." The integrated marketing campaign will consist of print, online, outdoor and other forms of advertising with a modern look. "We're excited to let our readers know through a variety of vehicles that the important and relevant Northwest Indiana news they've come to expect from the Post-Tribune is now portable and easier to handle," said Willie Wilkov, Vice President of Marketing, Sun-Times News Group. Sun-Times News Group is the operating subsidiary of Sun-Times Media Group, Inc., owner of the Post-Tribune.

About the Post-Tribune

The Post-Tribune is the 1921 merger of the daily Gary Tribune (originally the Gary Weekly, launched in 1907 to serve the brand-new steel industry on the shores of Lake Michigan) and the Gary Evening Post, launched in 1909. The newspaper dropped "Gary" from the masthead in the 1960s to better reflect the growing Northwest Indiana region.

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 websites serving more than 300 communities across Chicago and Northwest Indiana. Further information can be found at www.thesuntimesgroup.com.

SOURCE: Sun-Times Media Group, Inc.

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