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Attachments: 1

MEDIA GENERAL RETURNS TO KBA: SELECTS COMET FOR LYNCHBURG'S *THE NEWS & ADVANCE*

YORK, PA – The partnership between Media General, Inc. and KBA North America continues to grow stronger.

Even though start-up of the *Bristol (VA) Herald Courier's* new KBA Comet is only in its initial stages, Media General has already agreed to purchase a similar KBA Comet for the Lynchburg (VA) *The News & Advance*.

"We believe KBA provides the finest quality equipment on the market for the price," said Bob Rogers, vice president, operations, Media General Publishing Division.

Joseph A. Miller, production manager at *The News & Advance*, said, "Greater color capacity and higher quality are the things that our advertisers demand, and those are the things this technology provides."

The announcement thrilled Gary Owen, KBA North America's director of marketing and newspaper sales. "It's a great indicator when a company comes back for more before the first one is even fully installed," he said.

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Facing what Rogers called "an obsolescence issue" with its current press, a Harris 1650 purchased in the early 1970s, Media General sought technology that would fortify the Lynchburg facility for years. "The primary purpose is to present a superior product to our customers through better color and a level of speed that allows us to do other things in the market," he said.

Like the Bristol press, *The News & Advance's* Comet will be able to print three broadsheet pages across one web, as opposed to the traditional two-page wide format, explained Bruce Richardson, KBA's national accounts manager. Specially designed turner bar and ribbon decks, coupled with unique folder positioning, enables KBA to accomplish a 50 percent increase in page capacity with only a modest increase in capital investment.

And because this Comet will allow printing on variable web widths from 22 inches to 39 inches, the *News & Advance* expects to do more semi-commercial work.

Unlike the floor-mounted Bristol installation, the Lynchburg press is scheduled to be concrete table-mounted. "Because of the site restrictions, we're going with a smaller footprint," Rogers said.

The project includes five eight-couple towers and a future position for an additional tower. The press will have seven KBA Pastoline reelstands with infeed systems, two KBA KF three jaw folders (system 2:3:3), one KBA quarter-folder, and an EAE press control system with four consoles.

"We're very pleased with the equipment and the company," said Miller. "We have been confident in KBA since Day One, and that confidence continues to grow as we work together. In fact, we were totally impressed with the concern and dedication they displayed during our most recent trip to (KBA headquarters in) Würzburg (Germany) in late October."

Media General plans to build an addition to its existing Lynchburg pressroom to house the new press. Construction is to be completed by the end of this year, with installation set to start early in 2007. The company is looking to commission its new press in August, 2007.

The News & Advance has a daily circulation of 37,245, and a Sunday circulation of 42,733.

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Media General owns and operates *The Tampa Tribune*, the *Richmond Times-Dispatch*, the *Winston-Salem Journal*, and 22 other daily newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina, as well as nearly 100 additional periodicals.

KBA has two operations in the USA. KBA North America Inc., Web Press Division, is located in York, Pennsylvania. The York facility is in charge of sales and support for all KBA web presses in the USA and Canada. KBA North America Inc., Sheetfed Division in Williston, Vermont, handles sales and service for KBA sheetfed offset presses in the USA and Canada.

For More Information Regarding This Release or Any Other KBA News, contact Gary Owen, Director, Marketing and Newspaper Sales; KBA North America, Web Press Division, 3900 E. Market St., Box 1562, York, PA 17405. For a more immediate response, call 717.505.1150, fax 717.505.1161 or email gowen@kbapa.com. Information can also be obtained at the company's website www.kba-print.de/en.

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