

Today's press release:

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## Media Companies Align to Serve Orange County

Los Angeles Times Media Group and U.S. Local News Network  
Create Robust Ad and Content Network

LOS ANGELES and SAN DIEGO - January 6, 2010 - The Los Angeles Times Media Group ([latimes.com/about/mediagroup](http://latimes.com/about/mediagroup)) and U.S. Local News Network, Inc. ([uslenn.com](http://uslenn.com)) announced today they will join forces to create an online network devoted to providing consumers with better local news and information and advertisers with enhanced targeted audience reach across Orange County.

In February the two news organizations will launch the Orange County News Network ([oclnn.com](http://oclnn.com)) and The Times will unveil OC Now ([theocnow.com](http://theocnow.com)), the latest destinations to join a growing online network that includes Times Community Newspapers' (TCN) Daily Pilot ([dailypilot.com](http://dailypilot.com)), Huntington Beach Independent ([hbindependent.com](http://hbindependent.com)) and Coastline Pilot ([coastlinepilot.com](http://coastlinepilot.com)). The new venture aims to provide the most in-depth coverage relevant to Orange County communities with OCLNN's focus on Irvine and South Orange County, and OC Now's coverage of county-wide issues and feed from LA Now ([latimesblogs.latimes.com/lanow](http://latimesblogs.latimes.com/lanow)) complementing TCN's Huntington Beach, Laguna Beach and Newport Beach locales.

The enterprise enables TCN and USLNN to cross-sell to each other's interlinked websites, offering advertisers enhanced targeting capabilities in localities throughout Orange County. Content will be generated and shared across the numerous sites and OCLNN will also have the ability to include a selection of Los Angeles Times coverage relevant to Orange County readers. All editorial and advertising teams will be based in The Times' Costa Mesa facility.

"This is a value-added scenario for Orange County consumers and advertisers," said Scott Pompe, Senior Vice President of Advertising & Targeted Media for the Los Angeles Times Media Group. "This alliance enables us to better offer community-based news and information on the Web, while empowering advertisers with the ability to engage individual readers in a targeted way to improve the effectiveness of their marketing dollars."

Orange County will be the third site in USLNN's developing national network of local news sites. Their first two are San Diego News Network ([SDNN.com](http://sdnn.com)) and Southwest Riverside News Network ([SWRNN.com](http://swrnn.com)).

"We're thrilled to be a significant ally to the Los Angeles Times Media Group and be at the forefront of what we see as the future of how local news will be covered and consumed," said Neil Senturia, CEO of USLNN. "Our proven, scalable model and proprietary technology allows our locally-based journalists to provide communities with relevant news and information, and our sales specialists to fully identify and serve the unique needs of advertising partners."

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### About the Los Angeles Times Media Group

The Los Angeles Times Media Group (LATMG) businesses and affiliates include the Los Angeles Times (<http://latimes.com>), The Envelope (<http://theenvelope.com>), Times Community Newspapers (<http://www.latimes.com/about/mediagroup/portfolio/>), Brand X (<http://thisisbrandx.com>), LA, Los Angeles Times Magazine (<http://latimesmagazine.com>), Hoy (<http://vivelohoy.com>), and California Community News and reaches approximately 5.9 million or 44% of all adults in the Southern California marketplace. LATMG is part of Tribune Company, one of the country's leading media companies with businesses in publishing, the Internet and broadcasting.

The flagship Los Angeles Times is the largest metropolitan daily newspaper in the country, with a daily readership of 2 million and 3 million on Sunday, and a combined print and interactive local weekly audience of 4.5 million. The Pulitzer Prize-winning Times has been covering Southern California for over 128 years and the fast-growing latimes.com draws over 10 million unique visitors monthly. Additional information is available at <http://latimes.com/aboutus>.

#### About U.S. Local News Network

USLNN is developing a national network of local news and information websites. It is planning to roll out this concept to 40 additional communities over the next two years.

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