



News Release
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Zip2Save.com – Online Preprint, Circulars, Deals & Coupons – To Launch Oct. 1

Site to be launched by LocalPoint Media – owned by 19 community newspaper companies and Suburban Newspapers of America's for-profit affiliate SNI, in partnership with Metroland Media Group

Richner Communications, Inc., publishers of 27 local publications on Long Island and in the Bronx, has joined with community newspaper companies from across the United States to launch Zip2Save.com, a comprehensive national aggregation site that will feature online preprints, circulars, coupons, deals, travel specials and more. The site will go live on October 1.

Media buyers looking to extend their advertising reach will find Zip2Save.com to be a strategically important addition to their marketing plans. This national site, searchable down to zip code level, was modeled after the highly successful Canadian site owned by Metroland Media Group Ltd. – flyerland.ca, and will provide an affordable way to target consumers that prefer the internet as their method of delivery for advertising circulars, sales, deals, coupons and more.

"We see Zip2Save.com as an invaluable way to extend our reach for advertisers and connect them with more consumers," said Kirk Davis, President & COO, GateHouse Media, and part of the LocalPoint Media ownership group. "Our local newspapers, along with a locally promoted national online marketplace, will provide our advertisers with compelling geo-targeting capabilities."

"Newspapers have always played the important role of connecting readers and advertisers, and this relationship will not only continue, but also will be strengthened with Zip2Save.com," said Stuart Richner, President of Long Island-based Richner Communications, a co-owner of LocalPoint Media. "It's only natural for publishers to offer preprints online. It allows our readers easy, convenient access to all retailers and supermarkets on one site, while at the same time allowing our advertisers to reach the public through a cost-effective and environmentally friendly delivery method. The days of printing millions of weekly circulars on dead trees is going to eventually go the way of the dinosaur. Zip2Save.com is the Craigslist for the preprint circular business."

Zip2Save.com will be a nationwide site from the first day of operation. The owners of LocalPoint Media will heavily promote the site both in print and online, and will support the site with local advertising sales. More than 1,000 newspapers and niche products representing more than 6.4 million circulation will participate, in highly desirable markets including Chicago, Boston, Houston, Dallas, Minneapolis, Denver, New York/North Jersey, Atlanta, Cleveland, Columbus, Providence and more.

"Most major retailers in Canada are running online preprints on flyerland.ca," said Nancy Lane, President of LocalPoint Media. "Metroland, the owner of flyerland.ca, is one of the most innovative and progressive newspaper companies in all of North America, and we are proud to partner with them on this exciting project. They have invested substantially and worked with major advertisers to produce a site that delivers results for advertisers and provides an excellent experience for users. Advertisers in the U.S. will benefit from this expertise and the lessons learned in Canada."

Media buyers will be able to place advertising on the site in a variety of ways initially, including at the national, multi-state, state, DMA and county levels. Online preprints can be zoned down to zip code level. National preprint customers will have their logo appear in promotional ads that will run in over 1,000 newspapers, niche products and affiliated Web sites to start, with a monthly value of more than \$1 million dollars. And, logos from major preprint advertisers will rotate in a prominent location on the Zip2Save homepage.

The site expects to steadily grow traffic through contests, search engine marketing, promotional advertising in newspapers and their Web sites as well as radio, TV and billboards. Users will be encouraged to register for weekly reminders and will also be able to choose an update option from their favorite retailers that will provide them with an alert when a new preprint is posted.

Advertisers that are interested in learning more about Zip2Save.com can contact Richner Communications, Inc. at (516) 569-4000 x230 or SRichner@LIHerald.com.

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About LocalPoint Media – LocalPoint Media is a national advertising network that represents community daily and weekly newspapers in the U.S. and Canada. New advertisers for 2009 include Exxon/Mobil, US Airways, New York Life, Pedigree Dog Food and CVS's Minute Clinics. LocalPoint Media is owned by 19 newspaper companies and Suburban Network, Inc., the for-profit subsidiary of Suburban Newspapers of America. The following companies have an ownership interest in LocalPoint Media: American Community Newspapers II, LLC, ASP Westward, LP, Aurora Publishing Company, Community Newspaper Holdings, Inc., CrossRoadsNews, Inc., Dix Communications, Inc., Fayette Publishing, Inc., GateHouse Media, Inc., Holden Landmark Corporation., Mile High Newspapers, NPG Newspapers, Inc., Packet Publications, Recorder Community Newspapers, Red Wing Publishing Co., Rhode Island Newspaper Group, Richner Communications, Rust Communications, Schurz Communications, Inc. and Sun-Times Media Group.

About Metroland Media Group Ltd – Metroland is Ontario's largest community newspaper publisher with more than 100 community newspapers and a combined circulation of approximately 4.7 million copies per week. Metroland is one of the most sophisticated distributors of advertising circulars in Canada delivering over 3.4 billion pieces each year. Their ability to effectively target the advertising message has led to 20 years of consecutive growth in preprint volume. They launched HYPERLINK "<http://www.flyerland.ca>" www.flyerland.ca in March 2008 which has emerged as a leader in online preprints in Canada.

Metroland is a wholly-owned subsidiary of Torstar Corporation. Torstar Corporation is a broadly based media company listed on the Toronto Stock Exchange (TS.B). Its businesses include the Star Media Group led by the Toronto Star, Canada's largest daily newspaper and digital properties including thestar.com, toronto.com, Wheels.ca, Workopolis, Olive Media, and eyeReturn; Metroland Media Group, publishers of community and daily newspapers in Ontario; and Harlequin Enterprises, a leading global publisher of books for women.

About Richner Communications, Inc. – Richner Communications is the premiere publisher of local, community newspapers and shoppers on Long Island and in the Bronx. Richner publishes 17 award-winning community newspapers, including the Herald Community Newspaper chain, the Pulitzer Prize-winning Riverdale Press and various niche publications. Additionally, Richner publishes PrimeTime Xpress, a group of 10 mailed, free shopper publications. The company is also a leader in commercial printing, producing direct mailing pieces and other products at its state-of-the-art headquarters and printing facilities in Garden City, N.Y., which opened in 2006. Richner Communications is owned by brothers Stuart and Clifford Richner.