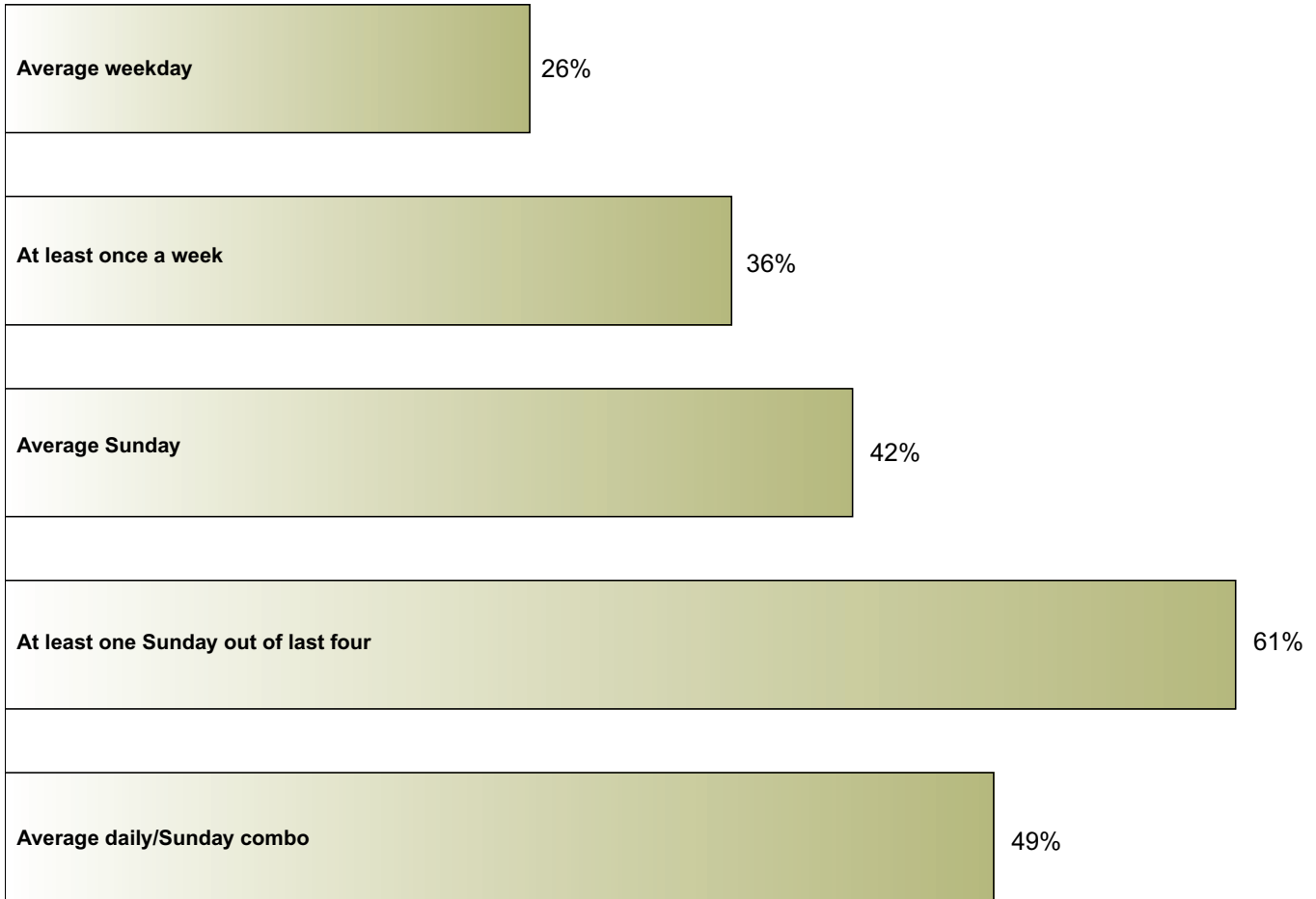


The Salt Lake Newspapers Reach "Generation X"



There are 171,872 adults ages 18 to 29 in the Salt Lake primary market area. The Salt Lake newspapers reach 84,217 (49 percent) of these Generation Xers with a daily/Sunday combination. In addition, 61,874 (36 percent) say they read a daily paper at least once a week, 104,842 (61 percent) read at least one Sunday out of four.

No other medium comes close to reaching so many customers in every major demographic category.

Source: Belden Continuing Market Study, 2001.