

NEWS RELEASE

**To: News Directors, Business Editors,
FOR IMMEDIATE RELEASE
September 12, 2012**

**S-R Media Re-launches www.spokesmanclassifieds.com
*Site offers free online ads in most classifications and 24-hour self service***

SPOKANE—S-R Media, featuring *The Spokesman-Review* and spokesman.com, is pleased to announce the re-launch of spokesmanclassifieds.com, including a new self-service, classified advertising web site where consumers can build and schedule their classified ads for print and online placement 24 hours a day. In addition, S-R Media is offering customers free online ads in most ad classifications.

Spokesmanclassifieds.com provides users a local web and mobile site that will deliver quality results. The site is easy to use and features the ability to add photos, graphics and other enhancements to make the customer's ad stand out. Other options include mapping, premium ad placement on the web site and the ability to share on social networking sites such as Facebook and Twitter. It is also fully optimized for mobile so that readers may place and browse ads on the go.

"This new web site is designed for customers who prefer to post their classified ads online themselves, and who want a low-cost, or even free alternative for selling their merchandise", said Diane Bobiak, Classified Advertising Director. "Ad placers also get the benefit of around 100,000 page views per month, which increases the likelihood of selling their item."

The site was designed by Vancouver, B.C.-based Adperfect. Adperfect has built classified web sites for over 1,000 newspapers throughout the United States and Canada. According to Dan Johnson, Director of Sales and Marketing, "We felt that Adperfect delivered an excellent solution for our customers. Their site is clean, intuitive and provides features that users will find very valuable." Johnson said that the classified re-launch is part of an ongoing strategy to expand product offerings. "S-R Media offers all of its products across multiple platforms and has the largest combined audience of any media company in the market," said Johnson.

S-R Media also offers classified sites specific to autos, real estate and jobs. Spokesmanautos.com, spokesmanhomes.com, and spokesmanjobs.com were also redesigned by Adperfect and provide the same design and placement tools as spokesmanclassifieds.com. Visitors to spokesmanhomes.com can browse through most MLS listings of homes listed by local realtors.

Users who prefer to place their ads through a classified advertising representative can still call the S-R Media classified ad department by calling 509-456-7355.

News Directors/Business Editors: For additional information or to arrange for an interview, contact: **Dan Johnson (509) 459-5060, danj@spokesman.com**; or **Diane Bobiak (509) 459-5122, diane@spokesman.com**.

#