

MEDIA GENERAL, INC.

ACCOUNTING AND AUDITING
COMPLAINT PROCEDURES

These procedures have been established to allow for the submission of good-faith complaints regarding accounting or auditing matters, consistent with the Company's policy to maintain compliance with all applicable securities laws and regulations, accounting standards, accounting controls and audit practices.

To facilitate the reporting of employee complaints, the Company's Audit Committee has established procedures for (1) the receipt, retention and treatment of complaints regarding accounting, internal accounting controls, or auditing matters ("Accounting Matters") and (2) the confidential, anonymous submission by employees of concerns regarding Accounting Matters.

A. Receipt of Complaints

Anyone may report concerns regarding Accounting Matters to the Company's Director of Internal Audit or to the Company's Chief Executive Officer via telephone, e-mail, or regular mail. Any written submission may be sent in a sealed envelope marked "Confidential" and "To be opened only by the Director of Internal Audit" or "To be opened only by the Chief Executive Officer."

In addition, anyone may forward concerns regarding Accounting Matters on a confidential and anonymous basis to the Director of Internal Audit or to the Chief Executive Officer via an online Meganet form *[insert Web address]*.

B. Scope of Matters Covered by These Procedures

These procedures relate to Accounting Matters, including, without limitation, the following:

- fraud or deliberate error in the preparation, evaluation, review or audit of any financial statement of the Company;
- fraud or deliberate error in the recording and maintaining of financial records of the Company;
- deficiencies in or noncompliance with the Company's internal accounting controls;

- misrepresentation or false statement to or by a senior officer or accountant regarding a matter contained in the financial records, financial reports or audit reports of the Company; or
- deviation from full and fair reporting of the Company's financial condition.

C. Treatment of Complaints

Upon receipt of a complaint, the Director of Internal Audit or the Chief Executive Officer will (i) determine whether the complaint actually pertains to Accounting Matters and (ii) when possible, acknowledge receipt of the complaint to the sender.

Complaints relating to Accounting Matters will be reviewed under Audit Committee direction and such other persons as the Audit Committee determines to be appropriate. Confidentiality will be maintained to the fullest extent possible, consistent with the need to conduct an adequate review.

Prompt and appropriate corrective action will be taken when and as warranted in the judgment of the Audit Committee.

The Company will not discharge, demote, suspend, threaten, harass or in any matter discriminate against any employee in the terms and conditions of employment based upon any lawful actions of such employee with respect to good faith reporting of complaints or concerns regarding Accounting Matters or otherwise as specified in any applicable laws.

D. Reporting and Retention of Complaints and Investigations

The Director of Internal Audit and the Chief Executive Officer will maintain a log of all complaints, tracking their receipt, investigation and resolution and shall prepare a periodic summary report thereof for the Audit Committee.