

SUPPLEMENTAL INFORMATION

Media General, Inc.

RESULTS BY PLATFORM

The Company manages its operations and financial performance in five geographic market segments and a sixth segment that includes the Company's interactive advertising services and certain other operations. Although the Company is principally managed geographically, its operations generally fall into the following three platforms: Broadcast Television, Digital Media and Print. The Broadcast Television platform consists of 18 network-affiliated television stations. The Print platform includes 23 daily newspapers and more than 200 specialty publications including weekly newspapers and niche publications. The Digital Media platform consists of all of the websites associated with the Broadcast Television and Print properties along with three advertising services companies: Blockdot, which specializes in interactive entertainment and advergaming technologies; DealTaker.com, a coupon and shopping website; and NetInformer, a provider of wireless media and mobile marketing services.

Platform revenue, depreciation and amortization, operating profit (loss) and cash flow are presented for informational purposes only and are provided for the benefit of investors, lenders, financial analysts and rating agencies. These groups may use this information, along with other measures, to evaluate the Company's performance in comparison to peers. Consistent with the Company's segment presentation, amortization of acquired intangibles is not allocated to individual platforms. In the presentation by platform, depreciation and amortization of certain corporate assets that relate solely to a particular platform are allocated to the related platform. Additionally, intercompany costs associated with content that was originally developed for Print or Broadcast and also used on the websites, along with certain sales commissions, are not allocated to the Digital Media results. The results by platform exclude intercompany sales.

<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Twelve Months Ended December 27, 2009				
Broadcast television	\$ 258,967	\$ (23,031)	\$ 41,988	\$ 65,019
Digital media and other	41,143	(1,692)	2,832	4,524
Print	357,502	(24,909)	40,053	64,962
			<u>84,873</u>	<u>\$ 134,505</u>
Unallocated amounts				
Acquisition intangibles amortization	-	(7,064)	(7,064)	
Corporate expense	-	(2,482)	(27,067)	
	<u>\$ 657,612</u>	<u>\$ (59,178)</u>		
Interest expense			(41,978)	
Impairment of and income (loss) on investments			701	
Goodwill and other asset impairment			(84,220)	
Gain on insurance recovery			1,915	
Other			(591)	
Consolidated loss from continuing operations before income taxes			<u>\$ (73,431)</u>	

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<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Three Months Ended March 28, 2010				
Broadcast television	\$ 67,085	\$ (5,331)	\$ 12,355	\$ 17,686
Digital media and other	10,481	(363)	1,211	1,574
Print	81,298	(5,823)	5,795	11,618
			<u>19,361</u>	<u>\$ 30,878</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(1,571)	(1,571)	
Corporate expense	-	(613)	(7,956)	
	<u>\$ 158,864</u>	<u>\$ (13,701)</u>		
Corporate interest expense			(19,814)	
Other			(759)	
Consolidated loss before income taxes			<u>\$ (10,739)</u>	

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<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Three Months Ended June 27, 2010				
Broadcast television	\$ 72,509	\$ (5,332)	\$ 18,258	\$ 23,590
Digital media and other	10,748	(365)	677	1,042
Print	82,905	(5,822)	8,739	14,561
			<u>27,674</u>	<u>\$ 39,193</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(1,571)	(1,571)	
Corporate expense	-	(607)	(7,756)	
	<u>\$ 166,162</u>	<u>\$ (13,697)</u>		
Corporate interest expense			(17,083)	
Other			(1,902)	
Consolidated loss before income taxes			<u>\$ (638)</u>	

<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Six Months Ended June 27, 2010				
Broadcast television	\$ 139,594	\$ (10,663)	\$ 30,613	\$ 41,276
Digital media and other	21,229	(728)	1,888	2,616
Print	164,203	(11,645)	14,534	26,179
			<u>47,035</u>	<u>\$ 70,071</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(3,142)	(3,142)	
Corporate expense	-	(1,220)	(15,712)	
	<u>\$ 325,026</u>	<u>\$ (27,398)</u>		
Corporate interest expense			(36,897)	
Other			(2,661)	
Consolidated loss before income taxes			<u>\$ (11,377)</u>	

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<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Three Months Ended September 26, 2010				
Broadcast television	\$ 75,009	\$ (5,171)	\$ 18,161	\$ 23,332
Digital media and other	10,517	(240)	270	510
Print	77,687	(5,752)	2,902	8,654
			<u>21,333</u>	<u>\$ 32,496</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(1,518)	(1,518)	
Corporate expense	-	(523)	(7,888)	
	<u>\$ 163,213</u>	<u>\$ (13,204)</u>		
Corporate interest expense			(17,007)	
Other			(289)	
Consolidated loss before income taxes			<u>\$ (5,369)</u>	

<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Nine Months Ended September 26, 2010				
Broadcast television	\$ 214,603	\$ (15,834)	\$ 48,774	\$ 64,608
Digital media and other	31,746	(968)	2,158	3,126
Print	241,890	(17,397)	17,436	34,833
			<u>68,368</u>	<u>\$ 102,567</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(4,660)	(4,660)	
Corporate expense	-	(1,743)	(23,600)	
	<u>\$ 488,239</u>	<u>\$ (40,602)</u>		
Corporate interest expense			(53,904)	
Other			(2,950)	
Consolidated loss before income taxes			<u>\$ (16,746)</u>	

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<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Three Months Ended December 26, 2010				
Broadcast television	\$ 92,147	\$ (4,825)	\$ 35,459	\$ 40,284
Digital media and other	11,247	(197)	243	440
Print	86,482	(5,438)	9,062	14,500
			<u>44,764</u>	<u>\$ 55,224</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(1,515)	(1,515)	
Corporate expense	-	(512)	(7,918)	
	<u>\$ 189,876</u>	<u>\$ (12,487)</u>		
Corporate interest expense			(17,116)	
Gain on insurance recovery			956	
Other			364	
Consolidated income before income taxes			<u>\$ 19,535</u>	

<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Twelve Months Ended December 26, 2010				
Broadcast television	\$ 306,750	\$ (20,659)	\$ 84,233	\$ 104,892
Digital media and other	42,993	(1,165)	2,401	3,566
Print	328,372	(22,835)	26,498	49,333
			<u>113,132</u>	<u>\$ 157,791</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(6,175)	(6,175)	
Corporate expense	-	(2,255)	(31,518)	
	<u>\$ 678,115</u>	<u>\$ (53,089)</u>		
Corporate interest expense			(71,020)	
Gain on insurance recovery			956	
Other			(2,586)	
Consolidated income before income taxes			<u>\$ 2,789</u>	

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<i>(Unaudited, in thousands)</i>	Revenues	Depreciation & Amortization	Operating Profit (Loss)	Platform Cash Flow
Three Months Ended March 27, 2011				
Broadcast television	\$ 65,326	\$ (5,090)	\$ 11,496	\$ 16,586
Digital media and other	10,273	(239)	(379)	(140)
Print	73,344	(5,556)	<u>(2,545)</u>	<u>3,011</u>
			8,572	<u>\$ 19,457</u>
Unallocated amounts:				
Acquisition intangibles amortization	-	(1,514)	(1,514)	
Corporate expense	-	<u>(620)</u>	<u>(8,272)</u>	
	<u>\$ 148,943</u>	<u>\$ (13,019)</u>		
Corporate interest expense			(16,553)	
Other			<u>(2,779)</u>	
Consolidated loss before income taxes			<u>\$ (20,546)</u>	