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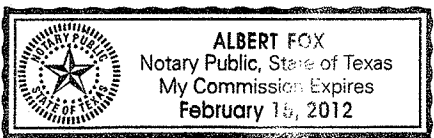
STATE OF TEXAS)
) ss:
CITY AND COUNTY OF DALLAS)

I, Erin Ostenson, being duly sworn, depose and say that I am the Advertising Clerk of the Publisher of THE WALL STREET JOURNAL, a daily national newspaper of general circulation throughout the United States, and that the Notice attached to this Affidavit has been regularly published in THE WALL STREET JOURNAL for national distribution for one insertion(s) on the following date(s): October 27, 2009; advertiser: Philadelphia Newspapers, LLC, et al.; and that the foregoing statements are true and correct to the best of my knowledge.

Erin Ostenson

Sworn to before me this
27th day of October, 2009.

Albert Fox
Notary Public



BANKRUPTCIES

UNITED STATES BANKRUPTCY COURT
FOR THE EASTERN DISTRICT OF PENNSYLVANIA

Chapter 11
Philadelphia Newspapers, LLC, et al. Case No. 09-11204 (SR)
Debtors Jointly Administrated

NOTICE OF BID DEADLINE AND AUCTION IN CONNECTION WITH THE SALE OF CERTAIN OF THE DEBTORS' ASSETS

PLEASE TAKE NOTICE that, on August 28, 2009, the above-captioned debtors and debtors in possession (the "Debtors") filed a motion (the "Motion") seeking approval of, among other things, (A) auction and bidding procedures (the "Bid Procedures") in connection with the sale (the "Sale") of certain of their assets (the "Assets") (B) procedures to determine cure amounts and deadlines for objections with respect to certain contracts and leases proposed to be assumed and assigned by the Debtors, and (C) related relief with the United States Bankruptcy Court for the Eastern District of Pennsylvania (the "Bankruptcy Court") by order entered October 15, 2009. The Bankruptcy Court approved the Bid Procedures attached as Exhibits A through F to the Bid Procedures Order (Docket No. 28) and the Bid Procedures Order.

PLEASE TAKE FURTHER NOTICE that, all interested parties are invited to submit a Qualified Bid and to make offers to purchase the Assets in accordance with the terms of the Bid Procedures and the Bid Procedures Order. The deadline to submit bids (the "Bid Deadline") is **November 16, 2009 at 6:00 p.m. (prevailing Eastern Time)**.

PLEASE TAKE FURTHER NOTICE that, pursuant to the Bid Procedures Order, the Debtors intend to conduct an auction (the "Auction") for the sale of the Assets at the offices of Proskauer Rose LLP, 1585 Broadway, New York, NY 10036 on November 19, 2009 beginning at 11:00 a.m. (prevailing Eastern Time) or at such other place and time as the Debtors shall notify all Qualified Bidders who have submitted Qualified Bids.

PLEASE TAKE FURTHER NOTICE that, the Debtors intend to seek the Bankruptcy Court's confirmation of the Plan and approval of the Plan Sale of the Assets at a hearing (the "Confirmation Hearing") which the Debtors have requested to be held before the Honorable Stephen Baslavich at the United States Bankruptcy Court for the Eastern District of Pennsylvania, Robert N.C. Nix, Sr. Federal Courthouse, Courtroom 5, 900 Market Street, Philadelphia, PA 19107 at 10:00 a.m. (prevailing Eastern Time) on December 4, 2009. The Debtors will provide separate notice of the Confirmation Hearing and related balloting and objection deadlines as normally scheduled by the court.

PLEASE TAKE FURTHER NOTICE that this Notice is subject to the complete terms and conditions of the Motion, the Bid Procedures and the Bid Procedures Order, which shall control in the event of any conflict, and the Debtors encourage parties in interest to review such documents in their entirety. Copies of these pleadings may be obtained by written request to counsel to the Debtors, c/o Proskauer Rose LLP, Three First National Plaza, 70 West Madison St., Suite 3800, Chicago, IL 60602 (Attorneys Mark R. Thomas and Paul V. Bossinger). In addition, copies of the aforementioned pleadings may be found on the Bankruptcy Court's website www.pdeb.uscourts.gov and are on file with the Bankruptcy Court and available for inspection during regular business hours at the office of the Clerk of the Bankruptcy Court, United States Bankruptcy Court for the Eastern District of Pennsylvania, Robert N.C. Nix, Sr. Federal Courthouse, 900 Market Street, Philadelphia, PA 19107. Copies of these pleadings can also be viewed on the website of the Debtors' claims agent, The Garden City Group, Inc. at <http://www.gardencitygroup.com> or the website established for these Chapter 11 Cases at <http://www.pnr.org>.

The Debtors in these chapter 11 cases, along with the last four digits of each Debtor's federal tax identification number, are: PMH Acquisition, LLC (1299); Broad Street Video, LLC (4665); Philadelphia Newspapers, LLC (3870); Philadelphia Direct, LLC (4439); Philly Online, LLC (5185); PMH Holdings, LLC (7769); Broad Street Publishing, LLC (4574); Philadelphia Media, LLC (0637); and Philadelphia Media Holdings, LLC (4880). Each capitalized term used but not defined herein shall have the meaning ascribed thereto in the Motion.