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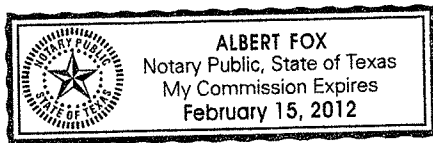
STATE OF TEXAS)
) **ss:**
CITY AND COUNTY OF DALLAS)

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): July 27, 2009; advertiser: Philadelphia Media Holdings, LLC.; and that the foregoing statements are true and correct to the best of my knowledge.

Erin Ostenson

Sworn to before me this
28th day of July, 2009.

Albert Fox
Notary Public



BANKRUPTCIES

Notice of Deadline to File Proofs of Prepetition Secured, Unsecured and § 503(b)(9) Administrative Claims Against the Ch. 11 Bankruptcy Estate of Philadelphia Media Holdings, LLC

PLEASE TAKE NOTICE that on June 10, 2009 (the "Petition Date"), Philadelphia Media Holdings, LLC (Case No. 09-14318-JKF) filed a petition for relief under Chapter 11 of the Bankruptcy Code in the United States Bankruptcy Court for the Eastern District of Pennsylvania (the "Court"). All creditors holding or wishing to assert an unsecured or secured claim (as defined in section 101(s) of the Bankruptcy Code) or administrative expense claim (pursuant to section 503(b)(9) of the Bankruptcy Code) against this Debtor arising or accruing prior to the Petition Date (a "Claim") are required to file a separate, completed and executed proof of claim on or before August 21, 2009. Governmental units (defined in Section 101(27) of the Bankruptcy Code) are required to file a separate, completed and executed proof of claim on or before December 10, 2009. Each proof of claim must set forth the full name of the debtor and that debtor's case number and be in English and in U.S. Dollars. Each original proof of claim must be submitted in print to The Garden City Group, Inc., Attn: Philadelphia Newspapers, LLC (PMN), P.O. Box 9000, #6528, Merrick, NY 11566-9000, or by hand to overnight deliver service to The Garden City Group, Inc., Attn: Philadelphia Newspapers, LLC (PMN), 105 Mayess Road, Melville, NY 11747, and be received on or before the applicable bar date. A facsimile transmission is insufficient. Proof of claim forms and other information about the debtors' cases are available at www.pnreorg.com. ANY CREDITOR WHO FAILS TO FILE A PROOF OF CLAIM AGAINST PHILADELPHIA MEDIA HOLDINGS, LLC ON OR BEFORE AUGUST 21, 2009 WILL BE FOREVER BARRED, ESTOPPED AND ENJOINED FROM ASSERTING SUCH CLAIM AGAINST PHILADELPHIA MEDIA HOLDINGS, LLC AND SUCH CLAIMANT SHALL NOT BE PERMITTED TO VOTE ON ANY CHAPTER 11 PLAN OR PARTICIPATE IN ANY DISTRIBUTION IN THE DEBTORS' CHAPTER 11 CASES ON ACCOUNT OF SUCH CLAIM(S). Questions regarding this notice may be directed to counsel for the debtors at Proskauer Rose LLP, 70 W. Madison St., Suite 3300, Chicago, Illinois 60602, Attn: Peter J. Young, telephone (312) 962-3523.