



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JANUARY 2006 REVENUES

Sacramento, CA, February 9, 2006 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in January 2006 increased 4.6% and total revenues increased 3.0%.

Advertising revenue performance at the Company's newspapers is summarized by region in McClatchy's statistical report that follows. The Company has also included supplemental advertising revenue data by category in a schedule that follows.

The McClatchy Company, headquartered in Sacramento, California, is a leading newspaper and Internet publisher. It publishes 12 daily and 17 non-daily newspapers located in western coastal states, North and South Carolina, and the Twin Cities of Minneapolis/St. Paul. McClatchy has daily circulation of 1.4 million and Sunday circulation of 1.8 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis, *The Sacramento Bee*, *The Fresno Bee* and *The Modesto Bee* in California, *The News & Observer* (Raleigh, NC), *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*.

McClatchy also publishes leading local websites in each of its daily newspaper markets, offering users information, comprehensive news, advertising, e-commerce and other services, and owns and operates McClatchy Interactive, an interactive media operation that provides newspapers with content, publishing tools and software development. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

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Consolidated Statistical Report

(In thousands, except for preprints)

	January		
Revenues - Net:	<u>2006</u>	<u>2005</u>	<u>% Change</u>
Advertising			
California	\$35,699	\$32,697	9.2%
Minneapolis	26,489	26,100	1.5%
Carolinas	13,564	13,310	1.9%
Northwest	11,579	11,394	1.6%
Total Advertising	\$87,331	\$83,501	4.6%
Circulation	15,079	15,900	-5.2%
Other	1,906	1,909	-0.2%
Total Revenue	\$104,316	\$101,310	3.0%

Average Paid Circulation:*

Daily	1,362.4	1,395.6	-2.4%
Sunday	1,731.3	1,817.1	-4.7%

* Reflects average paid circulation based upon number of days in period. Does not reflect ABC reported figures.

Advertising Linage for Dailies:

Full Run ROP			
Retail	433.8	444.1	-2.3%
National	110.4	93.9	17.6%
Classified	698.2	682.7	2.3%
Total	1,242.4	1,220.7	1.8%
Millions of Preprints Distributed	337.5	287.8	17.3%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	229.8	226.0	1.7%
<i>The Fresno Bee</i>	117.8	107.7	9.4%
<i>The Modesto Bee</i>	114.0	99.6	14.5%
<i>Merced Sun-Star</i>	61.6	51.8	18.9%

Star Tribune, Minneapolis

	151.6	149.9	1.1%
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Northwest:

<i>The News Tribune, Tacoma</i>	100.9	111.5	-9.5%
<i>Anchorage Daily News</i>	68.2	72.2	-5.5%
<i>Tri-City Herald</i>	74.5	75.3	-1.1%

Carolinas:

<i>The News & Observer, Raleigh</i>	159.1	163.6	-2.8%
South Carolina Dailies	164.9	163.1	1.1%
Total	1,242.4	1,220.7	1.8%

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Supplemental Advertising Revenue
By Category for the Period Ending January 29, 2006

	<u>January</u>	
	<u>% Change</u>	<u>% Change Print Only</u>
Advertising categories:		
Retail	1.3	0.0
National	15.0	15.1
Classified Total	3.0	1.1
Auto	(16.1)	(18.3)
Real Estate	26.0	27.0
Employment	3.8	0.1
Direct Marketing	22.4	22.4
Total advertising growth	4.6	3.3