



THE McCLATCHY COMPANY

Since 1857

Contact: Elaine Lintecum
916-321-1846
elintecum@mcclatchy.com

McCLATCHY REPORTS JULY 2006 REVENUES

Sacramento, CA, August 17, 2006 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in July 2006 were flat with July 2005 and total revenues were down 1.3% compared to pro forma revenues (including the addition of newspapers purchased in the Knight Ridder acquisition). Year-to-date pro forma advertising revenues grew 1.5% and total pro forma revenues were up 0.4%.

Advertising revenue performance at the Company's newspapers is summarized in McClatchy's statistical report that follows.

The McClatchy Company is the second-largest newspaper company in the United States, with 32 daily newspapers and approximately 50 non-dailies. McClatchy-owned newspapers include the (Minneapolis) *Star Tribune*, *The Miami Herald*, *The Sacramento Bee*, the *Fort Worth Star-Telegram*, *The Kansas City Star*, *The Charlotte Observer*, and *The (Raleigh) News & Observer*. In addition, McClatchy has a robust network of valuable internet assets, including leading local websites in each of its daily newspaper markets, offering readers information, comprehensive news, advertising, e-commerce and other services. The company also owns and operates McClatchy Interactive, an interactive operation that provides websites with content, publishing tools and software development; Real Cities (<http://www.RealCities.com>), the largest national network of city and regional web sites, operating in more than 110 U.S. markets, and is part owner of CareerBuilder, the nation's largest online classified employment listing service. McClatchy also owns 25 percent of Classified Ventures, a newspaper industry partnership that includes such online classified web sites as cars.com and apartments.com. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

###

The McClatchy Company

Consolidated Statistical Report

(In thousands, except for preprints)

July

	Combined			Print Only		
	*Pro Forma			*Pro Forma		
	2006	2005	% Change	2006	2005	% Change
Revenues - Net:						
Advertising						
Retail	\$85,673	\$84,797	1.0%	\$83,807	\$83,788	0.0%
National	20,571	22,089	-6.9%	18,865	20,724	-9.0%
Classified Total	87,724	90,073	-2.6%	75,794	78,284	-3.2%
Automotive	22,031	24,009	-8.2%	19,832	22,209	-10.7%
Real Estate	27,620	24,432	13.0%	25,921	22,876	13.3%
Employment	28,792	32,020	-10.1%	21,405	24,295	-11.9%
Other Class	9,282	9,612	-3.4%	8,636	8,904	-3.0%
Direct Marketing	17,823	14,827	20.2%	17,823	14,827	20.2%
Other Adv Rev	107	178	-39.9%	106	179	-40.8%
Total Advertising	<u>\$211,898</u>	<u>\$211,964</u>	0.0%	<u>\$196,395</u>	<u>\$197,802</u>	-0.7%
Circulation	31,884	34,334	-7.1%			
Other	6,929	7,680	-9.8%			
Total Revenue	<u>\$250,711</u>	<u>\$253,978</u>	-1.3%			
Memo: Online Only Advertising Revenue	\$15,503	\$14,162	9.5%			

Advertising Revenues by Market:

California	\$40,138	\$38,912	3.2%	\$37,793	\$36,979	2.2%
Carolinas	36,519	37,073	-1.5%	33,537	34,473	-2.7%
Florida	30,243	29,269	3.3%	28,651	27,743	3.3%
Midwest	49,918	52,777	-5.4%	45,840	48,759	-6.0%
Northwest	20,569	19,458	5.7%	19,053	18,150	5.0%
Texas	19,028	19,275	-1.3%	17,969	18,374	-2.2%
Other	15,483	15,200	1.9%	13,552	13,324	1.7%
Total Advertising	<u>\$211,898</u>	<u>\$211,964</u>	0.0%	<u>\$196,395</u>	<u>\$197,802</u>	-0.7%

Advertising Statistics for Dailies:

Full Run ROP Linage	3,414.1	3,489.2	-2.2%
Millions of Preprints Distributed	744.7	667.5	11.6%

Average Paid Circulation:**

Daily	3,029.1	3,131.9	-3.3%
Sunday	3,992.5	4,178.2	-4.4%

* Pro forma includes Knight Ridder acquisitions.

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

The McClatchy Company

Consolidated Statistical Report

(In thousands, except for preprints)

July Year-to-Date

	Combined			Print Only		
	*Pro Forma 2006	*Pro Forma 2005	% Change	*Pro Forma 2006	*Pro Forma 2005	% Change
Revenues - Net:						
Advertising						
Retail	\$572,649	\$575,525	-0.5%	\$561,109	\$568,872	-1.4%
National	142,715	150,779	-5.3%	132,957	143,760	-7.5%
Classified Total	578,740	563,313	2.7%	486,009	490,402	-0.9%
Automotive	135,110	153,334	-11.9%	121,089	141,856	-14.6%
Real Estate	175,194	150,711	16.2%	163,706	141,148	16.0%
Employment	207,784	197,561	5.2%	144,803	149,940	-3.4%
Other Class	60,652	61,707	-1.7%	56,412	57,458	-1.8%
Direct Marketing	111,301	94,242	18.1%	111,301	94,242	18.1%
Other Adv Rev	1,051	1,187	-11.5%	1,051	1,186	-11.4%
Total Advertising	\$1,406,456	\$1,385,046	1.5%	\$1,292,427	\$1,298,462	-0.5%
Circulation	211,092	221,634	-4.8%			
Other	45,112	48,850	-7.7%			
Total Revenue	<u>\$1,662,660</u>	<u>\$1,655,530</u>	<u>0.4%</u>			
Memo: Online Only Advertising Revenue	\$114,029	\$86,584	31.7%			
Advertising Revenues by Market:						
California	\$254,770	\$240,920	5.7%	\$240,113	\$229,623	4.6%
Carolinas	244,222	243,134	0.4%	221,978	227,619	-2.5%
Florida	215,653	205,177	5.1%	201,089	195,691	2.8%
Midwest	336,730	346,147	-2.7%	307,063	321,772	-4.6%
Northwest	130,767	127,824	2.3%	120,335	120,135	0.2%
Texas	126,178	122,592	2.9%	117,763	116,840	0.8%
Other	98,136	99,252	-1.1%	84,086	86,782	-3.1%
Total Advertising	\$1,406,456	\$1,385,046	1.5%	\$1,292,427	\$1,298,462	-0.5%
Advertising Statistics for Dailies:						
Full Run ROP Linage				21,548.7	22,011.7	-2.1%
Millions of Preprints Distributed				4,780.5	4,434.8	7.8%
Average Paid Circulation:**						
Daily				3,205.7	3,315.7	-3.3%
Sunday				4,147.4	4,338.0	-4.4%

* Pro forma includes Knight Ridder acquisitions.

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