



THE McCLATCHY COMPANY

Since 1857

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

McCLATCHY REPORTS AUGUST 2006 REVENUES

Sacramento, CA, September 14, 2006 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in August 2006 decreased 0.3% and total revenues were down 1.1% compared to pro forma revenues (including the addition of newspapers purchased in the Knight Ridder acquisition). Year-to-date pro forma advertising revenues grew 1.3% and total pro forma revenues were up 0.3%.

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)

	August					
	Combined			Print Only		
	2006	*Pro Forma 2005	% Change	2006	*Pro Forma 2005	% Change
Revenues - Net:						
Advertising						
Retail	\$74,673	\$73,427	1.7%	\$72,944	\$72,404	0.7%
National	16,916	18,285	-7.5%	15,311	17,343	-11.7%
Classified Total	74,746	76,278	-2.0%	61,888	64,734	-4.4%
Automotive	17,299	18,810	-8.0%	15,202	17,107	-11.1%
Real Estate	22,561	20,556	9.8%	20,880	19,095	9.3%
Employment	26,945	28,658	-6.0%	18,404	20,862	-11.8%
Other Class	7,941	8,255	-3.8%	7,401	7,669	-3.5%
Direct Marketing	13,286	12,100	9.8%	13,286	12,100	9.8%
Other Adv Rev	106	159	-33.3%	106	159	-33.3%
Total Advertising	\$179,727	\$180,249	-0.3%	\$163,535	\$166,740	-1.9%
Circulation	26,382	27,910	-5.5%			
Other	5,624	6,016	-6.5%			
Total Revenues	\$211,733	\$214,175	-1.1%			
Memo: Online Only Advertising Revenue	\$16,192	\$13,509	19.9%			

Advertising Revenues by Market:

California	\$32,909	\$32,326	1.8%	\$30,961	\$30,544	1.4%
Carolinas	31,694	31,937	-0.8%	28,582	29,585	-3.4%
Florida	24,142	23,850	1.2%	22,263	22,467	-0.9%
Midwest	42,669	45,869	-7.0%	38,823	42,299	-8.2%
Northwest	18,325	17,193	6.6%	16,724	15,979	4.7%
Texas	15,776	15,145	4.2%	14,708	14,348	2.5%
Other	14,212	13,929	2.0%	11,474	11,518	-0.4%
Total Advertising	\$179,727	\$180,249	-0.3%	\$163,535	\$166,740	-1.9%

Advertising Statistics for Dailies:

Full Run ROP Linage	2,818.1	2,870.4	-1.8%
Millions of Preprints Distributed	655.5	574.8	14.0%

Average Paid Circulation:**

Daily	3,058.4	3,183.4	-3.9%
Sunday	4,041.2	4,228.5	-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)

August Year-to-Date

	Combined			Print Only		
	*Pro Forma 2006	*Pro Forma 2005	% Change	*Pro Forma 2006	*Pro Forma 2005	% Change
Revenues - Net:						
Advertising						
Retail	\$647,322	\$648,952	-0.3%	\$634,053	\$641,276	-1.1%
National	159,631	169,065	-5.6%	148,268	161,103	-8.0%
Classified Total	653,487	639,591	2.2%	547,897	555,136	-1.3%
Automotive	152,408	172,144	-11.5%	136,291	158,963	-14.3%
Real Estate	197,756	171,266	15.5%	184,586	160,244	15.2%
Employment	234,729	226,219	3.8%	163,207	170,802	-4.4%
Other Class	68,594	69,962	-2.0%	63,813	65,127	-2.0%
Direct Marketing	124,587	106,342	17.2%	124,587	106,342	17.2%
Other Adv Rev	1,157	1,345	-14.0%	1,157	1,345	-14.0%
Total Advertising	\$1,586,184	\$1,565,295	1.3%	\$1,455,962	\$1,465,202	-0.6%
Circulation	237,474	249,544	-4.8%			
Other	50,736	54,867	-7.5%			
Total Revenues	\$1,874,394	\$1,869,706	0.3%			
Memo: Online Only Advertising Revenue	\$130,222	\$100,093	30.1%			

Advertising Revenues by Market:

California	\$287,680	\$273,246	5.3%	\$271,074	\$260,166	4.2%
Carolinas	275,916	275,071	0.3%	250,560	257,204	-2.6%
Florida	239,795	229,027	4.7%	223,352	218,158	2.4%
Midwest	379,399	392,016	-3.2%	345,886	364,072	-5.0%
Northwest	149,091	145,018	2.8%	137,059	136,114	0.7%
Texas	141,954	137,737	3.1%	132,471	131,188	1.0%
Other	112,349	113,180	-0.7%	95,560	98,300	-2.8%
Total Advertising	\$1,586,184	\$1,565,295	1.3%	\$1,455,962	\$1,465,202	-0.6%

Advertising Statistics for Dailies:

Full Run ROP Linage	24,366.8	24,882.2	-2.1%
Millions of Preprints Distributed	5,435.9	5,009.6	8.5%

Average Paid Circulation:**

Daily	3,188.8	3,300.6	-3.4%
Sunday	4,135.3	4,325.4	-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.