



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JULY 2007 REVENUES

Sacramento, CA, August 20, 2007 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in July 2007 decreased 9.4% and total revenues were down 8.6%. Year-to-date advertising revenues declined 7.9% and total revenues were down 7.0% on a pro forma basis (including the addition of newspapers purchased in the Knight Ridder acquisition and excluding the Minneapolis *Star Tribune* newspaper in the first six months of 2006).

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

The McClatchy Company is the third largest newspaper company in the United States, with 31 daily newspapers, approximately 50 non-dailies and direct marketing and direct mail operations. McClatchy also operates leading local websites in each of its markets which complement its newspapers and extends its audience reach in each market. Together with its newspapers and direct marketing products, these operations make McClatchy the leading local media company in each of its premium high growth markets. McClatchy-owned newspapers include *The Miami Herald*, *The Sacramento Bee*, the (Fort Worth) *Star-Telegram*, *The Kansas City Star*, *The Charlotte Observer*, and *The (Raleigh) News & Observer*.

McClatchy also has a portfolio of premium digital assets. Its leading local websites offer users information, comprehensive news, advertising, e-commerce and other services. The company owns and operates McClatchy Interactive, an interactive operation that provides websites with content, publishing tools and software development. McClatchy operates Real Cities (www.RealCities.com), the largest national advertising network of local news websites and owns 14.4% of CareerBuilder, the nation's largest online job site. McClatchy also owns 25.6% of Classified Ventures, a newspaper industry partnership that offers classified websites such as the nation's number two online auto website, cars.com, and the number one rental site, apartments.com. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

Additional Information:

Statements in this press release regarding future financial and operating results, including revenues and any other statements about management's future expectations, beliefs, goals, plans or prospects constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements that are not statements of historical fact (including statements containing the words "believes," "plans," "anticipates," "expects," "estimates and similar expressions) should also be considered to be forward-looking statements. There are a number of important risks and uncertainties that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: McClatchy's operations have been, and will likely continue to be, adversely affected by competition, including competition from internet publishing and advertising platforms; as well as the other risks detailed from time to time in the Company's publicly filed documents, including the Company's Annual Report on Form 10-K for the year ended December 31, 2006, filed with the U.S. Securities and Exchange Commission. McClatchy disclaims any intention and assumes no obligation to update the forward-looking information contained in this release.

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*****The McClatchy Company*****
Consolidated Statistical Report

(In thousands, except for preprints)

July

	Combined			Print Only		
	2007	2006	% Change	2007	2006	% Change
Revenues - Net:						
Advertising						
Retail	\$75,249	\$76,422	-1.5%	\$73,236	\$74,923	-2.3%
National	14,560	17,971	-19.0%	14,048	16,265	-13.6%
Classified Total	65,635	77,485	-15.3%	53,663	67,312	-20.3%
Automotive	15,755	19,612	-19.7%	13,523	17,735	-23.7%
Real Estate	18,444	24,916	-26.0%	17,084	23,558	-27.5%
Employment	22,159	24,858	-10.9%	14,423	18,451	-21.8%
Other Class	9,277	8,099	14.5%	8,633	7,568	14.1%
Direct Marketing	13,811	14,938	-7.5%	13,811	14,938	-7.5%
Other Adv Rev	180	108	66.7%	179	108	65.7%
Total Advertising	\$169,435	\$186,924	-9.4%	\$154,937	\$173,546	-10.7%
Circulation	25,661	26,030	-1.4%			
Other	5,576	6,496	-14.2%			
Total Revenues	\$200,672	\$219,450	-8.6%			
Memo: Online Only						
Advertising Revenue	\$14,498	\$13,378	8.4%			

Advertising Revenues by Market:

California	\$32,886	\$40,138	-18.1%	\$30,494	\$37,793	-19.3%
Florida	24,577	30,243	-18.7%	22,959	28,658	-19.9%
Texas	17,557	19,028	-7.7%	16,315	17,969	-9.2%
Southeast	43,505	44,337	-1.9%	39,167	40,825	-4.1%
Midwest	23,909	24,944	-4.1%	21,683	22,984	-5.7%
Northwest	19,847	20,569	-3.5%	17,873	19,053	-6.2%
Other	7,154	7,665	-6.7%	6,446	6,264	2.9%
Total Advertising	\$169,435	\$186,924	-9.4%	\$154,937	\$173,546	-10.7%

Advertising Statistics for Dailies:

Full Run ROP Linage				3,046.3	3,284.9	-7.3%
Millions of Preprints Distributed				595.4	616.6	-3.4%

Average Paid Circulation:*

Daily				2,583.3	2,666.9	-3.1%
Sunday				3,278.7	3,388.7	-3.2%

* 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			
	2007	*Pro Forma 2006	% Change	As Reported 2006	2007	*Pro Forma 2006	% Change
Revenues - Net:							
Advertising							
Retail	\$494,480	\$507,987	-2.7%	\$214,949	\$480,035	\$499,211	-3.8%
National	105,775	119,191	-11.3%	47,122	102,084	112,877	-9.6%
Classified Total	441,973	509,829	-13.3%	233,340	361,628	428,702	-15.6%
Automotive	101,650	121,562	-16.4%	56,335	87,735	109,514	-19.9%
Real Estate	128,281	156,622	-18.1%	80,295	119,437	147,389	-19.0%
Employment	158,042	178,933	-11.7%	75,939	104,241	122,699	-15.0%
Other Class	54,000	52,712	2.4%	20,771	50,215	49,100	2.3%
Direct Marketing	91,276	93,958	-2.9%	40,442	91,276	93,958	-2.9%
Other Adv Rev	1,231	1,100	11.9%	1,087	1,230	1,100	11.8%
Total Advertising	<u>\$1,134,735</u>	<u>\$1,232,065</u>	-7.9%	<u>\$536,940</u>	<u>\$1,036,253</u>	<u>\$1,135,848</u>	-8.8%
Circulation	167,248	173,702	-3.7%	73,297			
Other	45,274	42,411	6.8%	15,675			
Total Revenues	<u>\$1,347,257</u>	<u>\$1,448,178</u>	-7.0%	<u>\$625,912</u>			
Memo: Online Only							
Advertising Revenue	\$98,482	\$96,217	2.4%	\$35,466			

Advertising Revenues by Market:

California	\$220,598	\$254,770	-13.4%	\$241,322	\$205,026	\$240,113	-14.6%
Florida	179,374	215,653	-16.8%	30,243	166,426	201,048	-17.2%
Texas	116,743	126,178	-7.5%	19,028	108,618	117,763	-7.8%
Southeast	286,552	293,669	-2.4%	124,640	257,049	266,949	-3.7%
Midwest	155,685	165,783	-6.1%	24,944	140,967	150,526	-6.4%
Northwest	130,319	130,767	-0.3%	89,098	117,176	120,335	-2.6%
Other	45,464	45,245	0.5%	7,665	40,991	39,114	4.8%
Total Advertising	<u>\$1,134,735</u>	<u>\$1,232,065</u>	-7.9%	<u>\$536,940</u>	<u>\$1,036,253</u>	<u>\$1,135,848</u>	-8.8%

Advertising Statistics for Dailies:

Full Run ROP Linage	9,572.1	19,440.5	20,705.2	-6.1%
Millions of Preprints Distributed	1,732.8	3,883.2	4,018.7	-3.4%

Average Paid Circulation:**

Daily	2,744.4	2,845.5	-3.6%
Sunday	3,397.8	3,541.4	-4.1%

* Pro Forma includes Knight Ridder acquisitions and excludes (Minneapolis) Star Tribune newspaper.

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