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FOR IMMEDIATE RELEASE

Miami Herald Media Company and Credelis Media Group Set to Launch Digital Out of Home Network

MIAMI – August 20, 2010 – Miami Herald Media Company and Credelis Media Group (Credelis) have formed a strategic partnership to provide the Digital Out Of Home marketplace with innovative products and services. This is a natural extension of the Miami Herald Media Company's global print and online platforms, which reach nearly 1.5 million readers each week. The strategic partnership will uniquely position the Miami Herald Media Company to deliver exclusive, up to the minute, fresh content to all audiences via a digital platform.

Each day, people turn to the Miami Herald Media Company as their source for credible and dynamic information. The products and services offered by this initiative combine the Miami Herald Media Company's world-class content and globally trusted brands with Credelis technology, infrastructure, industry knowledge and business acumen.

"Adding a Digital Out of Home platform to our array of products will allow us to hyper-target the exact audience our clients are looking for - when and where they want to reach them," said David Landsberg, president and publisher of the Miami Herald Media Company. "This creates the ideal customer experience and positions our clients' business for continued growth over the long term," continued Landsberg.

"This partnership with the Miami Herald Media Company presents an incredible opportunity to create a one of a kind digital multichannel network", said Edwin Rivera, co-founder and president, Credelis Media Group, Inc. "The Herald's unique blend of hyperlocal content sets the stage for an engaging experience for all viewers" continued Rivera.

The Digital Out of Home platform is expected to launch at the end of August.

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About the Miami Herald Media Company

The Miami Herald Media Company (MHMC) publishes *The Miami Herald*, winner of 20 Pulitzer Prizes, and *El Nuevo Herald*, recipient of the Ortega y Gasset international prize for Spanish-language publications. Together, our newspapers are read each week by more than 1.5 million people in print and online at MiamiHerald.com and elNuevoHerald.com.

MHMC also publishes Miami.com, South Florida's most comprehensive interactive guide to local entertainment and attractions. . MHMC produces content across all media, including video, mobile formats and radio broadcasts on WLRN/Herald News, as well as custom publications for hotels, airlines and other clients.

For more information, please visit our websites:

www.MiamiHerald.com, www.elNuevoHerald.com, www.Miami.com.

About Credelis:

Credelis Media Group Inc. (Credelis) is an innovative media company specializing in digital ~~Outernet~~ solutions. The ~~Outernet~~ is a combination of emerging digital mediums, such as digital signage and touchscreens, and augmented reality combined with mobile, the web and out-of-home advertising. Credelis' direct relationship with cutting-edge technology companies best positions us to connect brands with consumers in a ways that truly engage the target audience.