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FOR IMMEDIATE RELEASE:

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St. Petersburg Times introduces FREE Classifieds For private party ads, placed on line

St. Petersburg, FL – On April 4, 2006 the *St. Petersburg Times* will launch a campaign offering free classified ads to individuals selling personal merchandise, if placed online.

The *Times* is introducing this new program in which individuals may sell personal merchandise through a free, three-line, 5-day ad if placed via the newspaper's Web site, tampabay.com. Ads will appear both in print and online and may be renewed one time for free. Sellers may purchase upgrades to enhance their ads.

“We know from other markets,” said *Times* Advertising director, Moya Neville, “that this offer will attract hundreds of new classified ads to our pages, which in turn will bring new readers, benefiting our existing advertisers by giving them a vastly expanded audience. We are proud to be the first traditional newspaper in the Tampa Bay area to bring this product to market.”

The *Times* is supporting the launch with a multi-media promotional campaign, with in-paper, online, radio and television advertising; display signage at several of the *Times*' marketing partner locations (shopping malls, sports arenas, cinemas, etc.) and direct mail.

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