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Journal Communications Reports January Revenue and Volume for Its Publishing and Broadcast Groups

MILWAUKEE, WI – February 22, 2007 – Journal Communications, Inc. (NYSE:JRN) announced today that for the first period ended January 28, 2007, total revenues for its Publishing and Broadcast groups of \$35.68 million decreased 0.4% compared to \$35.80 million reported for the first period ended January 22, 2006. For the first period 2007, advertising revenues of \$29.26 million decreased 0.7% compared to \$29.48 million for the 2006 first period. Both periods contained 28 days.

Note that unless otherwise indicated, all comparisons are to the first period ended January 22, 2006.

At the Publishing segment, revenues at the daily newspaper and the community newspapers and shoppers totaled \$21.67 million, down 2.6% compared to \$22.25 million. Advertising revenue was \$15.26 million, down 4.2% compared to \$15.93 million. Circulation revenue of \$4.15 million was down 1.4% compared to \$4.21 million. Other revenue of \$2.27 million was up 7.1%, reflecting gains in commercial printing and commercial delivery revenue.

At the daily newspaper, total advertising revenue was \$11.46 million, down 3.9% compared to \$11.93 million. Specifically, retail advertising was down 5.3%, classified advertising revenue was up 2.6%, national advertising revenue of \$0.73 million decreased 23.9% and direct marketing revenue of \$0.33 million was down 12.9%, reflecting the loss of a large solo mail customer. Within classified advertising, the help wanted, real estate and other verticals were up 7.2%, 4.5% and 39.0%, respectively, and the auto vertical was down 30.4%. Circulation revenue at the daily newspaper was \$3.95 million, down 1.0% compared to \$3.99 million. Other revenue at the daily newspaper of \$0.83 million was up 46.1% compared to \$0.57 million, reflecting the new *USA Today* commercial printing contract and growth in commercial delivery revenue.

At the Company's community newspapers and shoppers operations, total advertising revenue was \$3.80 million, down 5.2% compared to \$4.01 million. Specifically, retail advertising revenue was down 6.2% (due in part to shoppers that were discontinued and replaced with a shared mail product at our daily newspaper), classified advertising revenue decreased 7.4% and other advertising revenue of \$0.08 million was up 134.3%. Circulation revenue at the community newspapers and shoppers of \$0.20 million decreased 8.2%. Other revenue at the community newspapers and shoppers of \$1.43 million decreased 7.3%.

At the Broadcasting segment, total revenue at the Company's radio and television stations of \$14.01 million increased 3.4% compared to \$13.55 million reported for the 2006 first period. At the radio

group, revenue was \$4.86 million, up 2.6% compared to \$4.74 million. At the television group, revenue increased 3.8% to \$9.14 million compared to \$8.81 million.

Forward-looking Statements

This press release contains certain forward-looking statements related to our businesses that are based on our current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions that could cause actual results to differ materially from the expectations expressed in forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. Our written policy on forward-looking statements can be found on page 1 of our most recent Annual Report on Form 10-K and on page 14 of our most recent Quarterly Report on Form 10-Q, each as filed with the Securities and Exchange Commission.

About Journal Communications

Journal Communications, Inc., headquartered in Milwaukee, Wisconsin, was founded in 1882. We are a diversified media and communications company with operations in publishing, radio and television broadcasting, telecommunications and printing services. We publish the Milwaukee Journal Sentinel, which serves as the only major daily newspaper for the Milwaukee metropolitan area, and 75 community newspapers and shoppers in eight states. We own and operate 36 radio stations and nine television stations in 12 states and operate two television stations under local marketing agreements. Through our telecommunications segment, we own and operate a regional fiber optic network in the upper Midwest, provide integrated data communications solutions for small and mid-size businesses and offer network transmission solutions for other service providers. We have entered into a stock purchase agreement under which Q-Comm Corporation is expected to acquire our telecommunications business. We also provide a wide range of commercial printing services – including printing of publications, professional journals and documentation material – as well as electronic publishing, kit assembly and fulfillment. In addition, we operate a direct marketing services business.

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