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### **Journal Communications, Inc. Declares Reduced Quarterly Dividend**

MILWAUKEE, WI – February 10, 2009 – The Board of Directors of Journal Communications, Inc. (NYSE:JRN) has declared a quarterly dividend of \$0.02 per share on all of the company’s class A and class B shares held of record as of the close of business on February 24, 2009. The quarterly dividend will be paid on March 6, 2009.

“The Board made the decision to reduce the dividend in order to help maintain financial flexibility in this difficult economic environment,” said Steven J. Smith, chairman of Journal Communications. “Given the uncertain economic outlook, we believe that this action will allow the company to direct a greater portion of our cash flow to debt reduction.”

#### **About Journal Communications**

Journal Communications, Inc., headquartered in Milwaukee, Wisconsin, was founded in 1882. We are a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services. We publish the *Milwaukee Journal Sentinel*, which serves as the only major daily newspaper for the Milwaukee metropolitan area, and more than 50 community newspapers and shoppers in Wisconsin and Florida. We own and operate 35 radio stations and 12 television stations in 12 states and operate an additional television station under a local marketing agreement. Our interactive media assets include about 120 online enterprises that are associated with our daily and community newspapers and television and radio stations. We also provide a wide range of commercial printing services – including printing of publications, professional journals and documentation material – and operate a direct marketing services business.

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