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

MILWAUKEE, WI – July 8, 2008 – The Board of Directors of Journal Communications, Inc., (NYSE:JRN) has declared a quarterly dividend of \$0.08 per share on all of its class A and class B shares held of record as of the close of business on August 26, 2008. The quarterly dividend will be paid on September 5, 2008. The board made the declaration at its regularly scheduled meeting on July 8.

#### **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 52 community newspapers and shoppers in Wisconsin and Florida. We own and operate 35 radio stations and 11 television stations in 12 states and operate one television station under a local marketing agreement. Our interactive media assets include more than 121 online enterprises that are associated with our daily and community newspapers, 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.