

## QUICK-START “B MARKET” CONVERSION/SALES FORM

Use the “B”Market” Conversion/Sales Form if you want to:

- 1) Request to convert Class B common shares of Journal Communications, Inc.
- 2) Offer to sell Class B shares in the “B market”
- 3) Offer to sell Class B shares on behalf of a deceased shareholder

**YOU MUST PROVIDE ALL THE REQUIRED INFORMATION OR AST EQUITY PLAN SOLUTIONS (THE TRANSFER AGENT) WILL NOT BE ABLE TO PROCESS YOUR REQUEST.**

**ALSO, YOU MUST SUBMIT ALL PAGES OF THE “B MARKET” CONVERSION/SALES FORM TO AST EQUITY PLAN SOLUTIONS OR YOUR REQUEST WILL NOT BE PROCESSED.**

**YOU MUST COMPLETE SECTIONS #1, #2 AND #3 OF THIS FORM– NO EXCEPTIONS, unless you are offering to sell on behalf of a deceased shareholder!**

**If you want to . . .**

Convert Class B shares into shares of Class A Common Stock and sell your newly converted shares immediately through Wachovia Securities

Convert Class B shares into shares of Class A Common Stock and transfer your newly converted shares to your brokerage account

Convert Class B shares into shares of Class A Common Stock and receive your newly converted shares in certificate form

Offer to sell Class B shares in the “B market”

Offer to sell Class B shares on behalf of a deceased shareholder

**Fill out . . .**

Sections #1, #2 and #3 (page 2) **and** Sections #5 and #6 (page 4) **and** Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and** Section #5 (page 4) **and** Section #7 (page 5) **and** Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and** Section #5 (page 4) **and** Section #7 (page 5) **and** Sign and date form (page 6)

Sections #1, #2 and #3 (page 2) **and** Sign and date form (page 6)  
[and, if desire, Item 6 (page 4) or Item 7 (page 5)]

Section #4 (page 3) **and** Sign and date form (page 6)  
[and, if desire, Item 6 (page 4) or Item 7 (page 5)]

**MAIL COMPLETED FORM TO:**

AST Equity Plan Solutions  
123 S. Broad Street, 11<sup>th</sup> floor  
PA 1328  
Philadelphia, PA 19109  
Attention: Employee Shareholder Services - Journal Communications, Inc.

**OR FAX TO:**  
267-515-5479

**QUESTIONS? CALL AST EQUITY PLAN SOLUTIONS AT 888-396-0853.**