

The Washington Post Company

Shareholders Day

September 20, 2007



The Washington Post

The Washington Post

Prince George's

METRO

Lawmakers' Driving Records Examined

of recording heat and measuring temperature turned into a night of fierce thunderstorms, delaying the start of the Washington Redskins game and later suspending play throughout the second half.

At the Redskins' hotel in Auburn, just about

7:20 p.m. to leave their rooms and head for the concourses on the train for it.

"Jim," said Don Mervin of Auburn, "Zona was the first to get ready and he started to leave when a cyclone call brought them back to the station, where the game started more than an hour late."

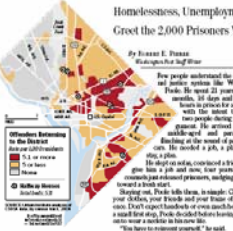
In the second half, with more storms on the way, suspending a few minutes after 11 p.m.

That same evening for more than 20 years, was

Stations. The call was

Back From Behind Bars

Homelessness, Unemployment and Familiar Temptations
Greet the 2,000 Prisoners Who Return to the District Each Year



Offenders Returning to the District
 Juvenile and Adult Offenders

■ \$5.0 or more
■ \$5 or less
■ None

● Dallas or Houston
 Juvenile 3.0%

0 10 Miles

Source: U.S. Department of Justice, Bureau of the Census, 1994. U.S. Census Bureau, 1994. U.S. Census Bureau, 1994. U.S. Census Bureau, 1994.

helped to build to come by. The money cost exorbitant, and the pipeline of people from prison goes rapidly.

About 2,000 prisoners come back to every year — an average of five in 10,000 D.C. residents — one in 200,000 of those under court supervision.

They arrive at the fraction of substance abuse treatment that is available, and close to 8. Seven out of 10 have not even a high school diploma. English and eventually numerous others.

Most come ill-equipped to stay on. Two-thirds are re-arrested within three percent are sent back to prison. This is crime, more violence and more money than the rest of the justice system.

The District is the only jurisdiction where the federal government is literally for supervising its idiom, a city's budget \$60 under Mayor M. (D).

Det. Hector Holmes Norton (24) was honorably discharged. He is not getting the

District EXTRA

Commission for Women's
By the
County Review

**DISTRICT NOTEBOOK**

From Ex-Mayor To Mogul?

By DAVID NAKAMURA
Washington Post Staff Writer

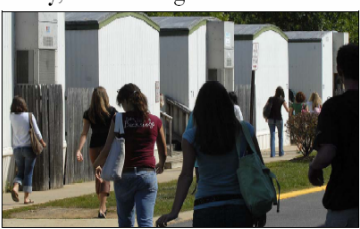
The Washington Post

Loud down

NEWS OF LONDON AND FARMER COUNTRIES | THURSDAY, SEPTEMBER 6, 2007 | PUBLISHED THURSDAY & SUNDAY IN THE WASHINGTON POST

At Loudoun Valley, an Even Tighter Fit This Year

*Rising Enrollment
Takes Toll as Legal
Dispute Continues*



In Ashburn, A New Sensation

VIDEO | Go to www.loudounextra.com to see a video and photo gallery of Monday's concert in Ashburn by the rock band INXS.

What a First Day

VIDEO | Twins at Potomac Elementary School in Sterling got their first taste of kindergarten Tuesday. Watch the video at www.loudounextra.com. And look for special video and photo coverage of this week's high school football games.

Ordinance Makes Helmets Mandatory for Cyclists 14 and Younger

By Bill Blevins
Staff Writer

Beginning in January, bicyclists age 14 and younger will be required to wear helmets while riding in Loudoun County neighborhoods, under an ordinance passed Tuesday by the Board of Supervisors.

The supervisors voted to make helmets mandatory for children riding bicycles and motorized vehicles, such as electric scooters, on Loudoun roads, sidewalks and public bike paths.

Sheriff's deputies will be charged with enforcing the ordinance, which will not apply in incorporated areas such as Loudoun, according to county documents.

Violators will be fined \$25—a penalty their parents will be expected to pay. The fine will be waived for first-time violators or for violators who can prove they bought a helmet before the ordinance was passed.

"The medical evidence clearly supports the use of helmets to prevent head injuries—serious ones at that," said Supervisor Lori L. Waters (R-Broad Run).

See HELMETS, Page 10

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See HELMETS, Page 10

Life Is Pure Hitchcock On Block of Capitol Hill

Annual Starling Invasion Leaves Neighborhood Awash in Filth, Residents Flush With Frustration

On Anniversary, Officials Say D.C. Lottery Is a Winner

Christopher Simpson didn't really believe he would be the D.C. Lottery winner a store owner purchased his phone from him for a scratch ticket on the first day of the lottery in August 1992.

But seconds later, as the Meridian driver finished scratching off the third \$100,000 ball, he asked, "Does this mean I won?"

As the game's first \$100,000 winner in the District, it was instant celebrity and an immediate reward.

"It was great," Simpson, 48, recalled last week. "It was wonderful. I felt like I had won the lottery."

Like Simpson, Nadine F. Walter, now a member of D.C. Council, never dreamed. She heard low-income District residents would squander their rent and groceries on a chance to win with cash.

But looking at the city's cash-strapped budget, Walter figured the lottery was a chance worth taking.

"I had been very vocal and it got down to the table," she said. "I was nervous on the lottery board. 'It's too big to back at the budget. There were no money game months at that time.'"

As the D.C. Lottery officials set 25th anniversary

Newspaper Readership Among Washington Leaders

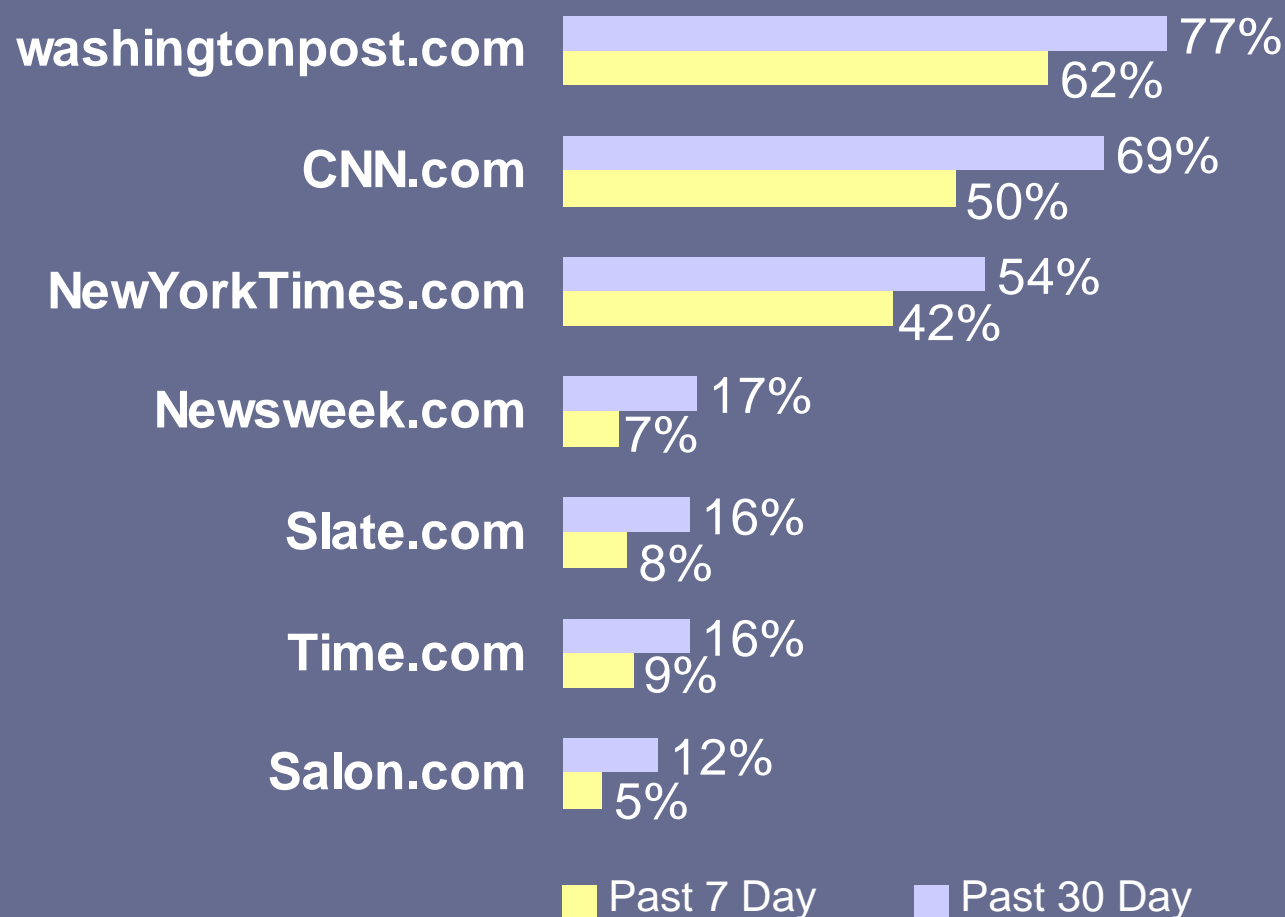
	<i>Regular* Readership</i>	<i>Busy Day** Readership</i>
Washington Post	79%	64%
New York Times	25%	5%
Wall Street Journal	17%	4%
Washington Times	11%	4%
USA Today	6%	1%

Source: 2007 Washington Leadership Study

* Regular readership means reading 3 out of 4 issues on a regular basis

** Exclusive readership and choice of multi-paper readers when there is only time to read one

Past 7 and 30 Day Website Usage Among Washington Leaders



Source: 2007 Washington Leadership Study

The Educated, Affluent Washington Market

First Among Top 10 Markets In:

Education

- Adults over age 24 with college degrees
- Adults over age 24 with post graduate degrees

Income

- Multi-income households
- Household incomes of \$75k+, \$100k+ and \$150k+

Employment

- Professionals/managers and white collar employment

Affluent Consumer Groups

- Baby Boomers (age 40-59)
- Yuppie Boomers (age 40-59 and professionals/managers)

Computer and Internet

- Computer ownership
- Internet access (past 30 days and at work)

Source: Scarborough 2007, Release 1

Note: Rankings by % of DMA adults

2007 Readership In Metro Market

	Daily	Sunday
All Adults	43%	58%
College Graduates	46%	62%
HH Incomes \$75K+	47%	61%
Age 18-34	39%	39%

Source: Scarborough 2007, Release 1 (NDM)

Washington Post Media Products

		Average Day	Average Week
Combined Reach		55%	80%
The Washington Post	Daily	43%	73%
	Sunday	58%	
washingtonpost.com		14%	26%
Express (5 day week)		8%	15%
El Tiempo Latino (weekly)		--	3%

Source: Scarborough 2007, Release 1 (NDM)

Total Circulation

	2007	vs. 2006
Daily	699,131	-3.5%
Sunday	929,921	-3.2%

Source: Newspaper Publisher's Statement, April 1 2007
Preliminary figures subject to audit as filed with the Audit Bureau of Circulations

Circulation

		2007	vs. 2006
Single Copy	Daily	124,696	-8.3%
	Sunday	224,404	-9.9%
.....			
Home Delivery	Daily	523,820	-1.7%
	Sunday	686,417	-0.7%

Source: Newspaper Publisher's Statement, April 1 2007
Preliminary figures subject to audit as filed with the Audit Bureau of Circulations

Circulation Tactics

Customer Service

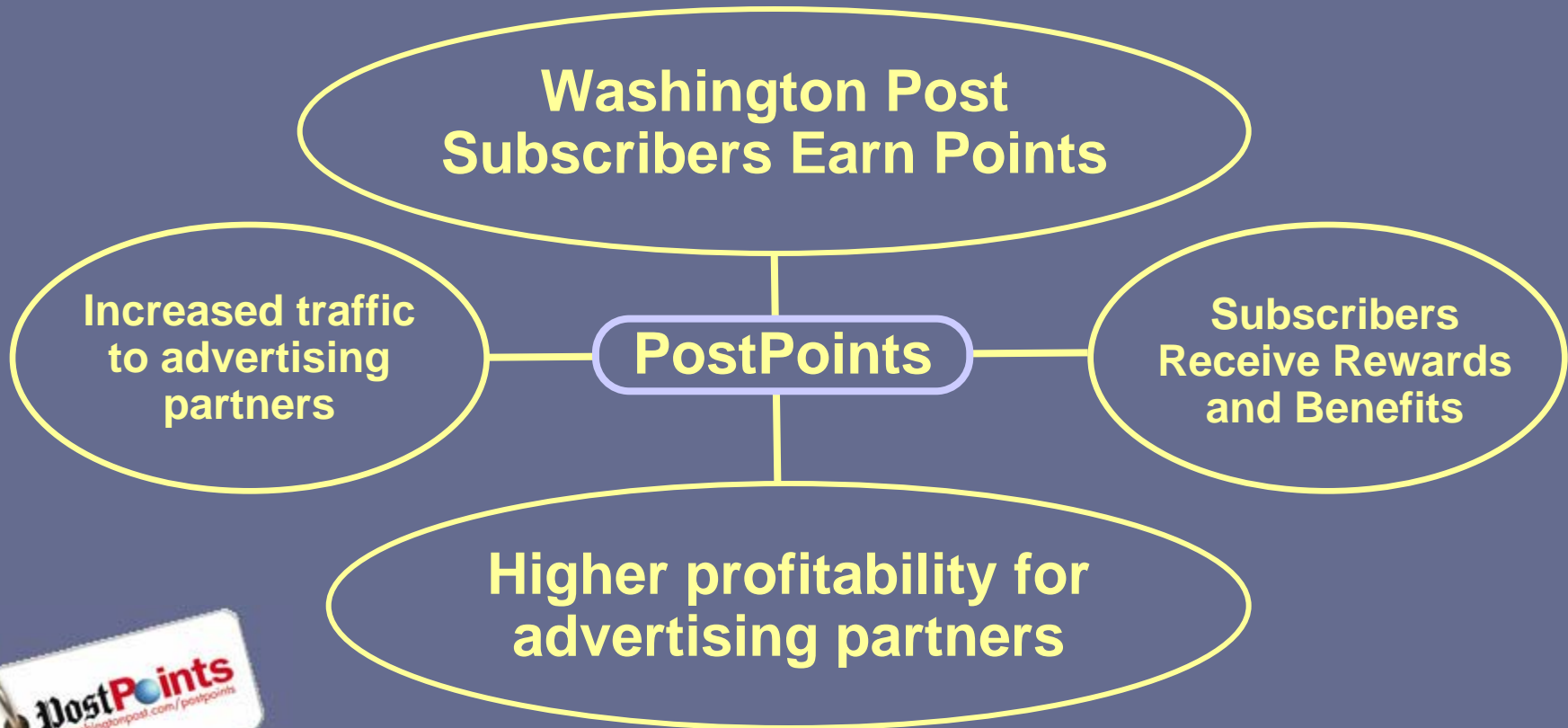
6 AM Delivery Guarantee

Relatively Low Pricing

Automated Payment Options

PostPoints

PostPoints



PostPoints

106,000 members, growing each day

72 advertisers with thousands of locations

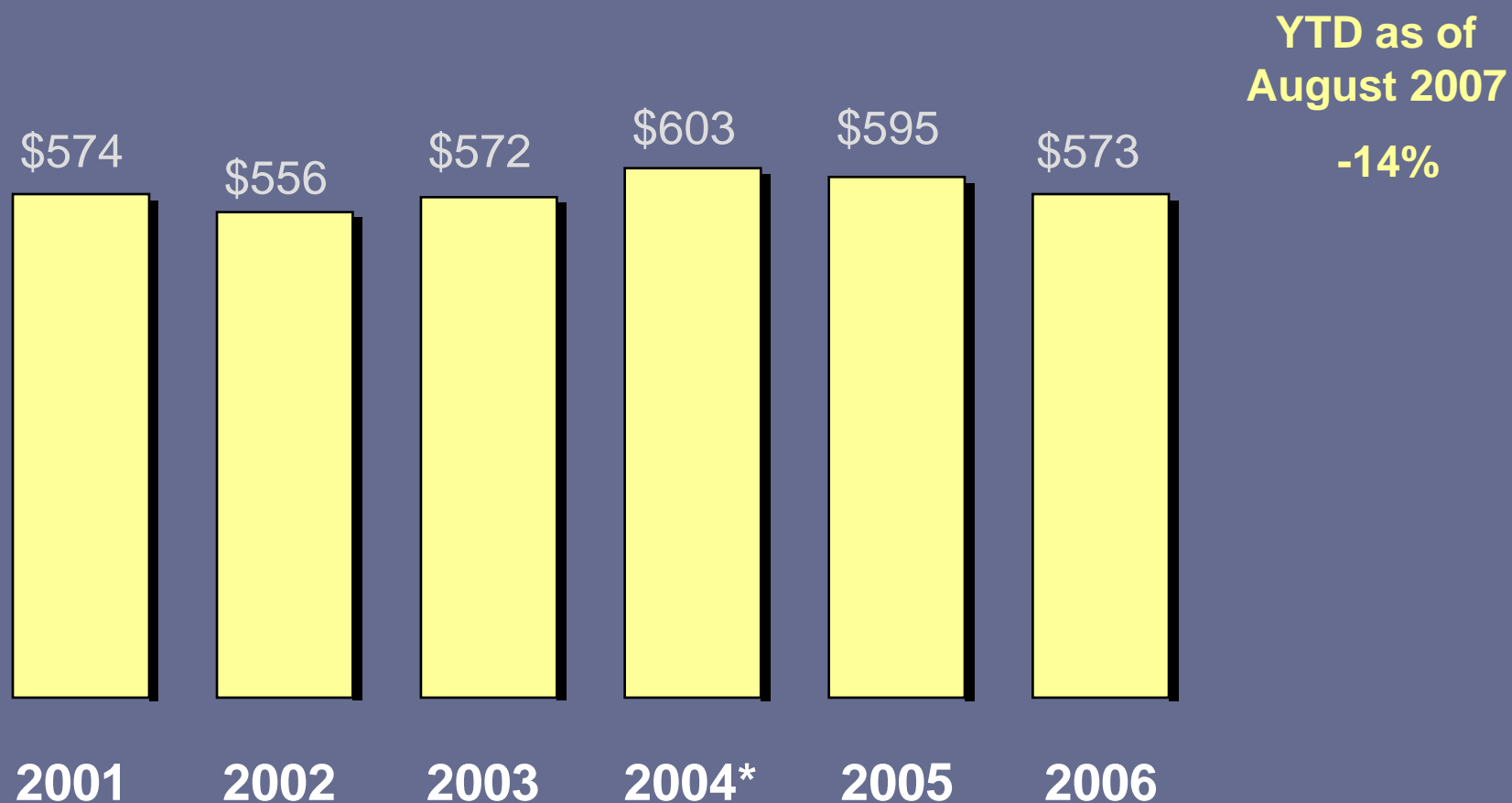
Impact on retention, upgrades and subscriptions

Deeper knowledge of our customers



Washington Post Newspaper Advertising Revenue

(\$ millions)



* 53 week year

Challenges in Classifieds

High levels of competition

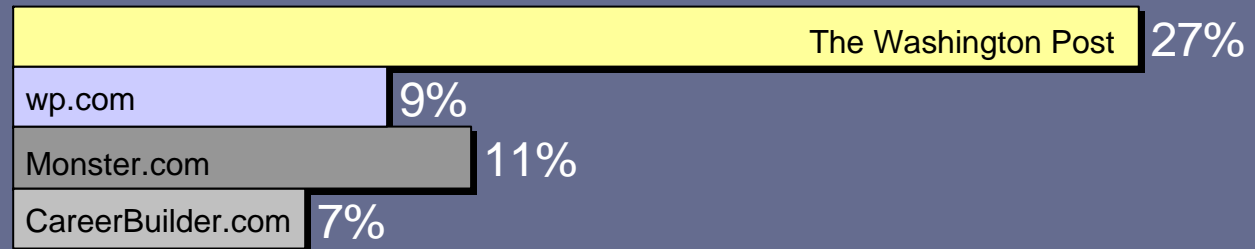
Consumers use multiple sources

Competitors offering free listings

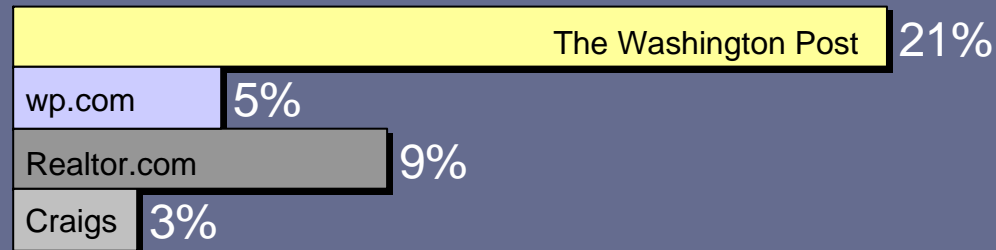
Downturn in markets

Leading Source for Classifieds

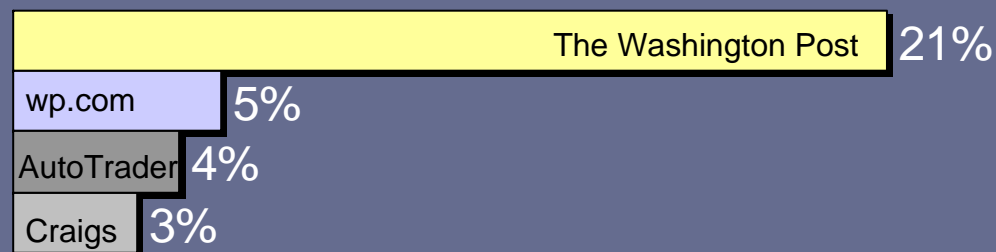
Jobs*



Real Estate



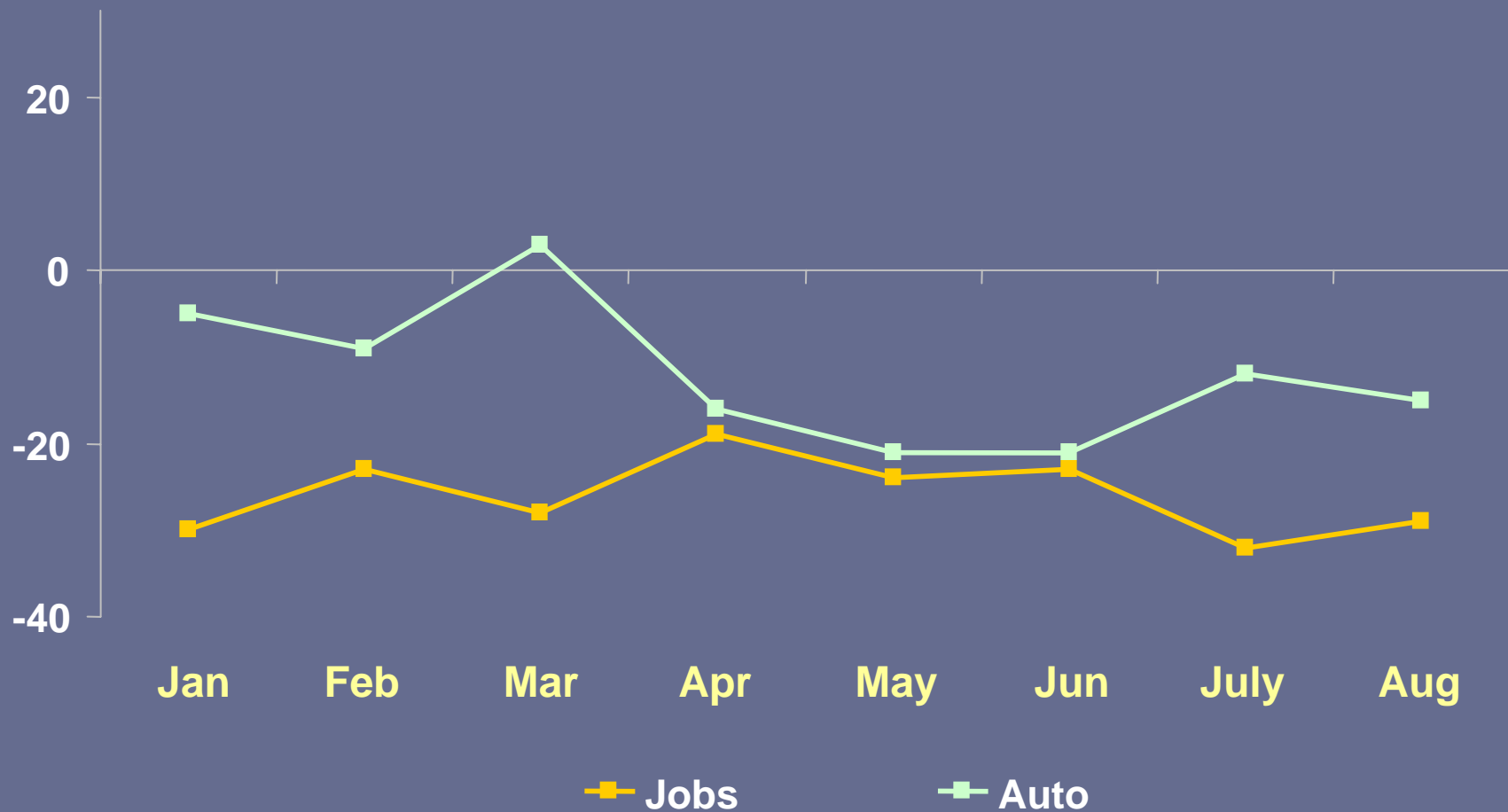
Automotive



Source: 2007 Classified Marketshare Study

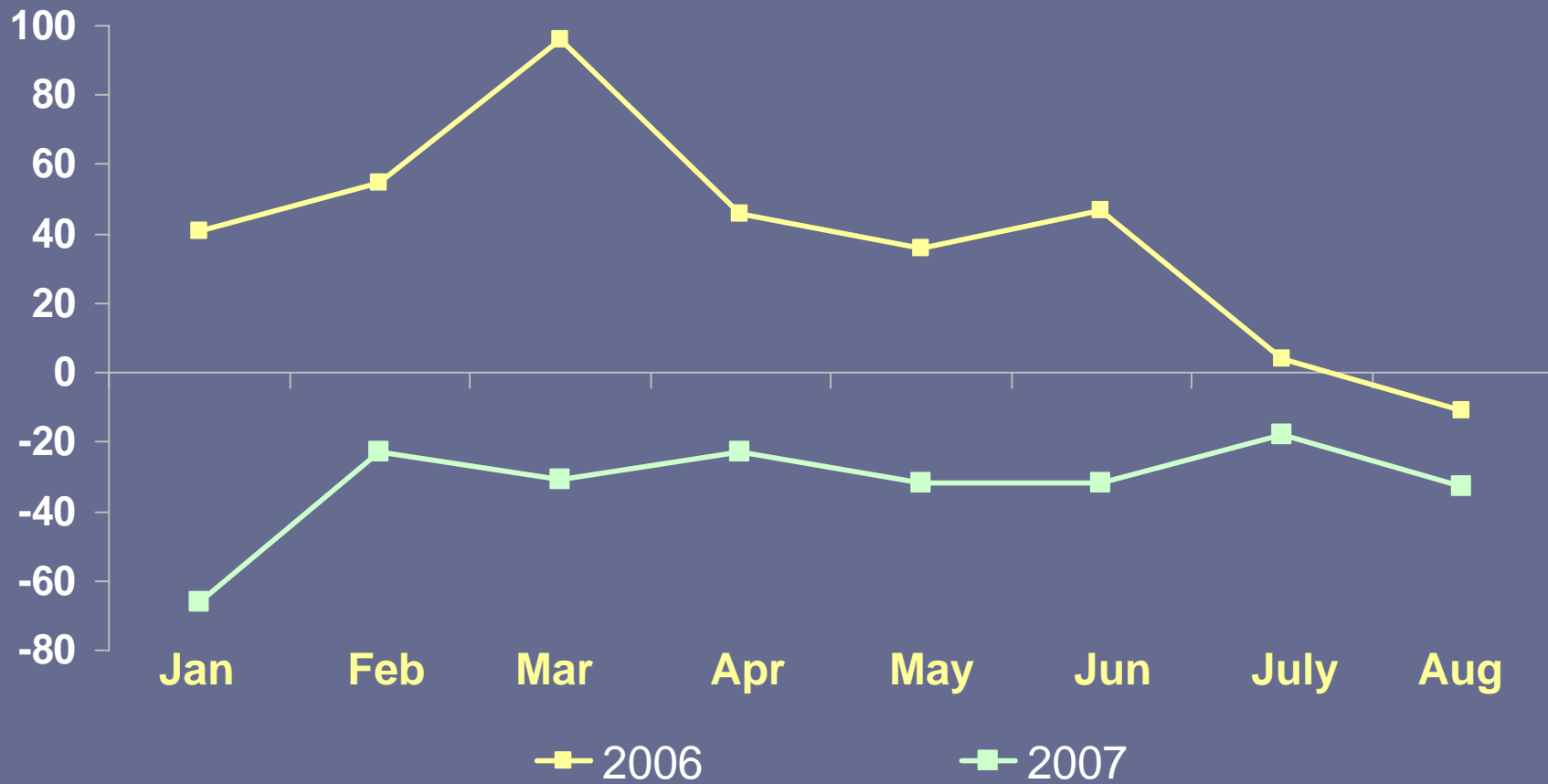
* MORI Segmentation Study October 2006

Washington Post Newspaper Advertising Revenue (YOY % Change)



*Excludes online, Express and El Tiempo Latino

Real Estate Category Revenue (YOY % Change)



*Excludes online, Express and El Tiempo Latino

Other Newspaper Advertising

Retail

flat '01 vs. '06
-2% YTD

National

up 5% '01 vs. '06
-5% YTD

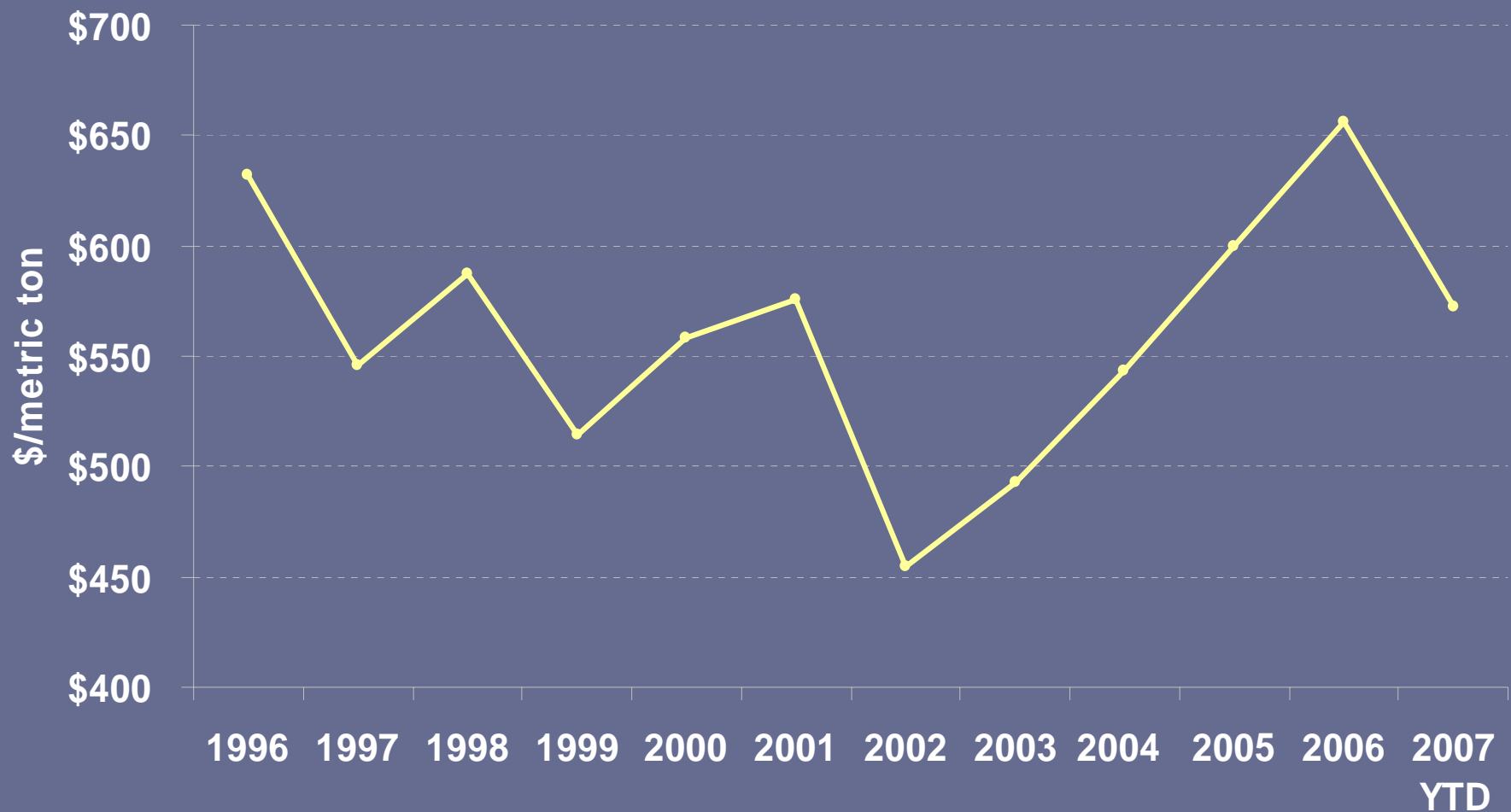
Preprints (with Post Plus)

up 31% '01 vs. '04
remained flat since 2004

Zoned

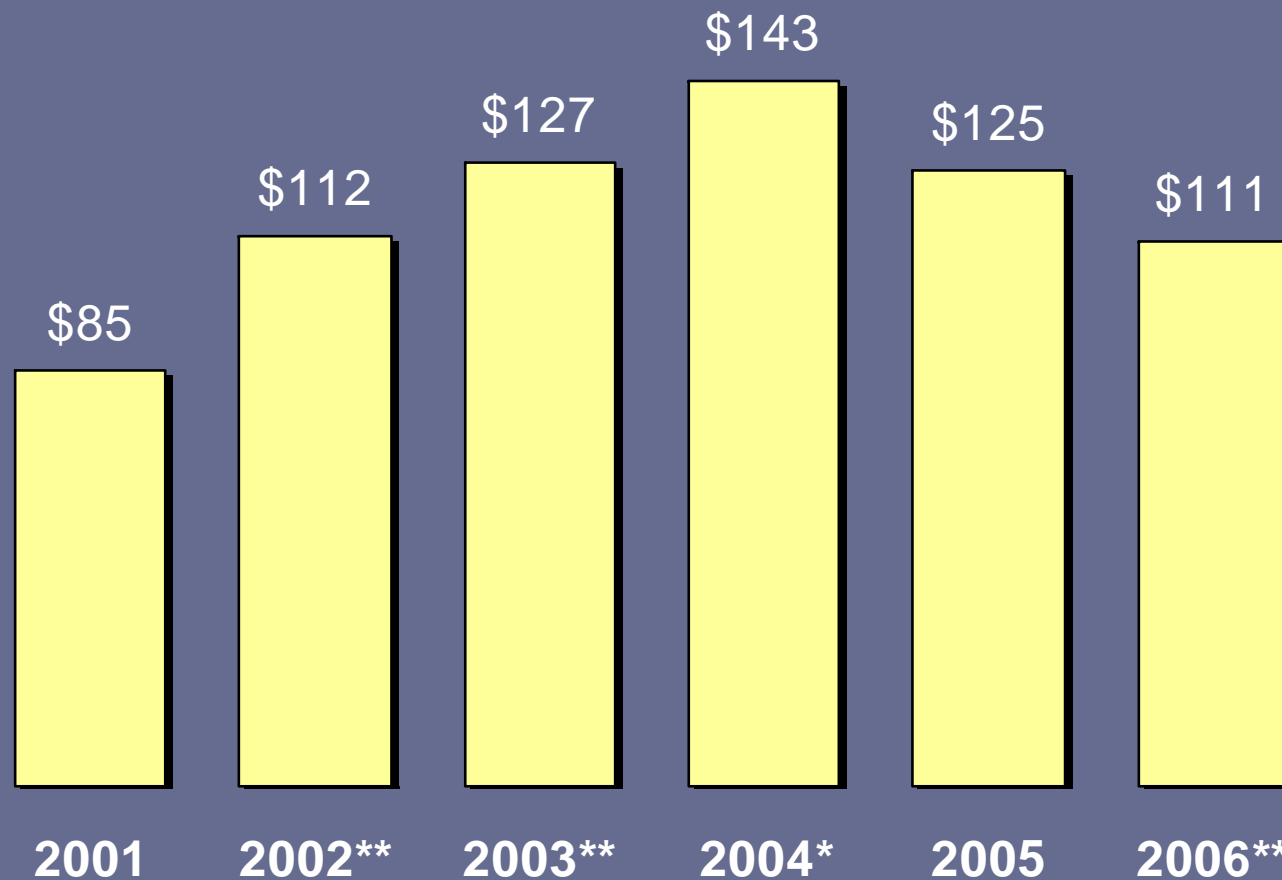
up 155% '01 vs. '06
-23% YTD

Newsprint Pricing



Source: RISI East Coast Newsprint Price Index

Newspaper Division Operating Income (\$ millions)



- 48% YTD
as of
June 2007
(ex. '06 buyout)

* 53 week year

** Non-GAAP Measures - results exclude charges in 2002, 2003 and 2006 associated with early retirement plan buyouts at The Washington Post funded by the pension plan and a gain in 2003 on the sale of land at The Washington Post

Cost Initiatives

Distribution centers

Production department changes

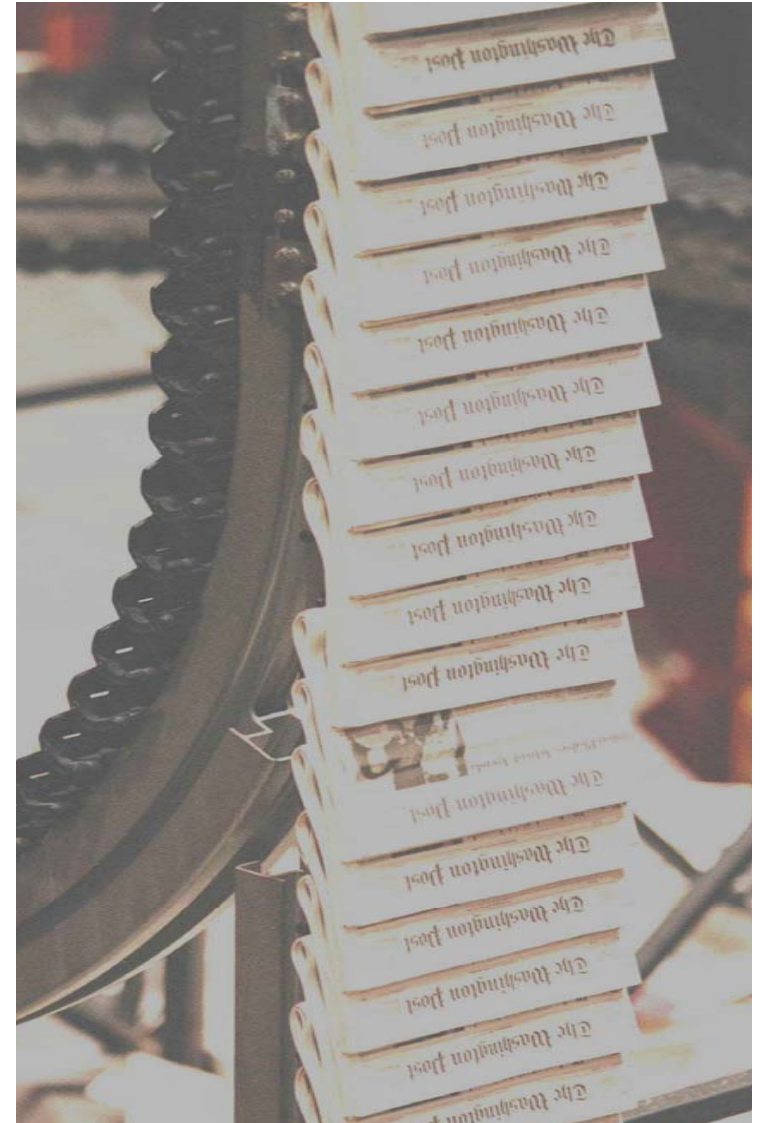
New systems

Newsroom efficiencies

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