

Tribune Media Services (TMS) and eGuiders Announce Internet Video Content Syndication Partnership

TMS to Syndicate Curated Video Applications Featuring Original Online Videos Selected and Reviewed by eGuiders' Team of Experts and Celebrities

Chicago—June 24, 2009—Tribune Media Services, Inc. (TMS) and eGuiders, LLC today announced a syndication partnership in which TMS will distribute eGuiders' Curated Video Applications to websites and networks in the United States and internationally. TMS is a leading domestic and international syndicator of content to print, online and mobile media companies. eGuiders is an innovative online video curation service and Web portal created by award-winning filmmaker and online pioneer Marc Ostrick and Columbia University film professor and producer Evangeline Morphos.

eGuiders' Curated Video Apps feature video content from YouTube, Hulu, Crackle and other popular video sources, curated by a team of "eGuiders," industry experts, who select and review their picks for the most interesting and entertaining online videos. In addition to the core team of eGuiders—which is made up of an array of traditional and new media professionals from filmmakers and producers to editors and designers—the community also features notable guest eGuiders, including John Landis (*Animal House*), Jerry Stiller & Anne Meara (*King of Queens*), Damon Lindelof (*Lost*), Willie Garson (*Sex and the City*), James Gunn (*Dawn of the Dead*), among many others. The Curated Video Apps can be customized by genre, including Pick of the Day, Animation, Comedy, Drama & Genre, Documentary/Non-Fiction, Music and Viral categories.

"eGuiders has developed the perfect approach to tapping into two hot business opportunities—a manageable window into the vast number of Internet videos in circulation and innovative, syndication-friendly video applications," said Steve Tippie, Vice President of Licensing and New Market Development for TMS. "By curating Internet videos into a high-quality collection of 'best of' picks, adding expert commentary and packaging them into an application that is very easy for publishers to implement, eGuiders has provided us with an excellent new syndication opportunity that we think publishers will love."

"We are thrilled to be partnering with TMS to help distribute our eGuiders video recommendations. They have a great infrastructure and team in place to make syndicating our app a success," said Marc Ostrick, CEO & Co-Founder of eGuiders.com.

eGuiders is one of several recent new market and product initiatives by TMS to provide compelling, name brand content to digital publishers who specialize in delivering content in unique formats and on new platforms to their users, including the TMS Branded Media Network partnership with Adify (www.tmsbrandedmedianetwork.com), the new Jumble iPhone app and the political commentary (*Opinionated*) and consumer and personal finance (*CASH*) magazines for Amazon's Kindle.

About Tribune Media Services

Tribune Media Services (TMS) is a leading domestic and international provider of information and entertainment products for print, electronic and on-air media. It distributes television and movie listings and related editorial content under the TMS and Zap2it brands; syndicates and licenses comics, features and opinion columns; creates and syndicates a variety of online information products; licenses editorial content from national periodicals; and manages national advertising networks. Through its partnership with the McClatchy Company, TMS also markets news, photos, graphics and multimedia content to media clients worldwide through the McClatchy-Tribune Information Services (MCT). Headquartered in Chicago, with offices in Los Angeles, Queensbury, N.Y., Dallas, Milwaukee, Amsterdam, London, Amman (Jordan) and Hong Kong, TMS is a subsidiary of Tribune Company. For more information about TMS and its products and services, visit tmsfeatures.com.

About eGuiders, LLC

eGuiders, LLC (www.eguiders.com) is a unique online video portal that discovers and reviews the best original online content through a team of trusted, credible voices in the media industry including producers, executives, editors and designers. eGuiders is a privately held company founded in 2008 by award-winning filmmaker and online pioneer Marc Ostrick and Columbia University professor and film producer Evangeline Morphos. David Milch, multiple Emmy® Award-winning television series creator and writer, and Entertainment and digital industry veteran Adam Klein, former President and COO of Ask Jeeves, Inc., serve as principal advisors to the company. eGuiders' goal is to help Internet users cut through the clutter and stop searching for the best original online videos and start watching them.

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