



Get the scoop on Florida politics from the St. Petersburg Times and The Miami Herald at m.scoopfla.com

FOR IMMEDIATE RELEASE

TALLAHASSEE – March 2, 2009 – Want to keep up with the latest from Tallahassee? Check it out ... on your phone.

Florida's leading newspapers have joined forces to launch a new mobile Web site to provide the latest scoop on state government and Florida politics. The Miami Herald and St. Petersburg Times are introducing m.scoopfla.com to give instant access to breaking political news in the state capital and around the state.

The mobile Web site debuts as the Florida Legislature begins its challenging 2009 session. It will provide up-to-the-minute news on the Legislature's battles with Florida's budget shortfall, as well as the latest stories about Florida Gov. Charlie Crist, political editorials and columns, and other interesting political news from across Florida.

"We think The Scoop on Florida Politics will give followers of politics the best news and information possible, and faster than ever before," said Miami Herald Executive Editor Anders Gyllenhaal. "In the mobile culture of Tallahassee during the Legislative session, it will be one more way people can rely on The Miami Herald-St. Pete Times bureau to provide the news they need at this critical time."

The mobile site builds on the unique partnership the St. Petersburg Times and The Miami Herald began in December, merging the two top reporting teams into a single force in Tallahassee to expand the number and depth of news stories, online and in print, with particular emphasis on enterprise and investigative reporting.

"The mobile platform is absolutely the next best thing to being in Tallahassee. And even for those who are in Tallahassee, they will be able to keep their finger on what is happening in government," said Times Executive Editor and Vice President Neil Brown.

Crisp Wireless, the leading provider of mobile publishing and advertising solutions for premium media and entertainment companies, has been tapped by the newspapers to create and power the new <http://m.scoopfla.com>.

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is Florida's largest newspaper with an average circulation of 390,289 Sunday and 268,935 daily (ABC publisher's statement 9/30/08). Considered one of the top ten newspapers in the country, the newspaper has six Pulitzer Prizes to its name.

TampaBay.com is Tampa Bay's largest local news Web site, with a combined local and national audience of 1.6 million unique visitors each month (Nielsen/NetRatings average for 4/08-9/08).

About The Miami Herald Media Company

The Miami Herald Media Company (MHMC) publishes *The Miami Herald*, winner of 19 Pulitzer Prizes, and *El Nuevo Herald*, recipient of the Ortega y Gasset international prize for Spanish-language publications. Together, our newspapers are read each week by more than 1.5 million people in print and online at MiamiHerald.com and elNuevoHerald.com.

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