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**Times, TampaBay.com Launch Online Auction Site, Boocoo.com,
in partnership with Ranger Data Technologies**

Tampa Bay, FL – June 22, 2010 – In a move that will expand the local online auction market in Tampa Bay, the *St. Petersburg Times* and TampaBay.com have partnered with Ranger Data Technologies to launch tampabay.boocoo.com.

The site, tampabay.boocoo.com, enables sellers to place items online for bid. Those items can be searched by category, region or both. For at least the next two weeks, Boocoo Auctions will waive all transaction fees for users.

“We have a captive local audience who also shops in the online auction world, so this new category of business helps us maximize both,” said Bruce Faulmann, *Times*’ vice president of sales and marketing. “We can capture more of the marketplace – beyond our traditional classified advertising space,” he added.

Tampabay.boocoo.com and Boocoo Auctions nationwide are designed to attract local buyers and seller who use online auction sites similar to eBay and Craigslist.

The *Times* and TampaBay.com are the exclusive partners in the Tampa Bay market with Ranger Data, which has a national network of affiliates with newspapers and broadcast outlets.

“It’s an exciting concept and one that will capitalize on the local media partners’ long standing relationship with service providers through their classified pages and service directories,” said Tony Marsella, Ranger Data’s President and COO.

Boocoo also will soon offer local companies the opportunity to bid on services.

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The Times has won eight Pulitzer Prizes, including two in 2009. It is Florida’s largest newspaper with an average circulation of 417,807 Sunday and 278,888 daily (ABC publisher’s statement 3/28/10). The *Times* is produced by the Times Publishing Company, which also publishes Tampa Bay’s largest local news Web site, TampaBay.com, that has a combined local and national audience of more than 1.7 million unique visitors each month (Nielsen NetView average for 1/10-3/10). Additionally, the company publishes the free daily *tbt** *Tampa Bay Times* and the Pulitzer Prize-winning Web site, PolitiFact.com; and produces special events, specialty publications, and targeted advertising programs.