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### **Times to expand local news in Hillsborough, publish regionals twice a week – Friday and Sunday**

TAMPA BAY, FL – Building on its long history of circulation growth in Hillsborough County, the *Times* will begin delivering more local news and advertising to Hillsborough residents by adding Sunday delivery of three regional sections.

City Times, North of Tampa, and Brandon & Southshore Times will begin appearing in the Tampa Edition of the *Times* twice a week – Friday and Sunday – starting Sunday, Aug. 21.

“Doubling our local news report in Hillsborough County underscores our commitment to our valued readers and our advertising partners,” said Tampa Publisher Joe DeLuca. “And we’re adding local news on our largest circulation day, which helps us continue to build our momentum in Tampa Bay,” he added.

The *Times*’ Sunday home delivery, which is very desirable to advertisers, is now more than double that of *The Tampa Tribune*, according to the most recent report released by the Audit Bureau of Circulations that examined newspapers’ circulation records for 2010.

The *Times*’ Sunday home delivery is 284,816, which is up +11,212, or +4.1%; *The Tampa Tribune* Sunday home delivery is 140,110, which declined by -15,061 copies, or -9.7%.

Because of the circulation growth in Hillsborough, the *Times* has significantly reduced the number of free regionals that were being mailed to homes on Fridays, but will continue mailing a small number of copies.

#### **About the St. Petersburg Times**

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The *Times* is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay’s largest local news Web site with more than 1.6 million unique visitors each month (Nielsen NetView three-month average for 01/11-03/11). 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.