

PRESS RELEASE

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Michigan Press Association & OwnLocal agree to launch digital program to help Michigan newspapers

A Better Business Model for the 21st Century

LANSING, MI – August 10. Member newspapers of the Michigan Press Association will have access to a varying array of state-of-the-art digital products through OwnLocal, which was chosen today as MPA's preferred vendor for supplying digital services to its members. OwnLocal products include online directories, print-to-web ad conversions, website creation, social media, daily deal coupons and ad agency services.

"We are truly excited to be working with the Michigan Press Association," said Lloyd Armbrust, Co-founder and CEO of OwnLocal.

"We know newspapers across the country have gone through a transition period the past few years, but we're experts in making newspapers more money online and we're excited to help," added Lamar Romero, VP of Strategy and Development at OwnLocal.

Michigan Press Association has long sought to offer the latest and advanced technology to its nearly 320 member newspapers and chose OwnLocal to fulfill this promise.

"It's time that the newspaper industry sat at the forefront of technology on the Internet. This working relationship makes it possible," said Jim Stevenson, Michigan Press Association Media Solutions Manager. "We're really proud to be in a leadership position and work closely with owners and managers at our member newspaper companies to improve their digital product mix and benefits to their bottom line."

OwnLocal helps newspapers around the country increase their digital revenue with easy to use products - from New York to Los Angeles, and many places in between.

About OwnLocal:

OwnLocal is a venture-backed startup that has helped newspapers across the country dramatically increase their online revenue. Their investors include Baseline Ventures (one of the first investors in Twitter), Lerer Ventures (The Huffington Post), Paul Buchheit (The inventor of Gmail and Google AdSense), The Knight Foundation, among many others.

About Michigan Press Association:

Established in 1868, the Michigan Press Association has grown to represent over 320 newspapers, specialty publications and websites that reach 6.9 million readers across the Great Lake State. From "open government" public policy work and legal and technology hotlines to "pay for performance" Media Placement Assistance, the Michigan Press Association offers solutions to help those who deliver local news to communities across the state.