

FOR IMMEDIATE RELEASE  
December 18, 2008

## **Weekly Newspaper Drops Print Editions, Joins OurTown.com**

*Pulse*, a weekly newspaper based in Cincinnati, OH, has joined the trend of other publications and moved to online publication only.

In its new beginning as **CinciPulse.com**, the publication has joined the **OurTown.com** network and thus is adding national and international news, RSS feeds, and news from the New York Times, CNN, Zillow, Topix, Outside.in, Oodle, Yelp, MetaCarta, Newser and other services which have content-sharing agreements with OurTown Media.

Recently, the *Christian Science Monitor* announced that it would be moving to online-only publication on April 9, 2009, a move it said has been in planning for two years. The Madison, WI, *Capital Times*, a 17,000-circulation afternoon daily, shifted to online only in April of this year. Ziff Davis Media has announced that it is ending print publication of its 27-year-old flagship, *PC Magazine*, and will be online only.

For Terry DeMio, editor of CinciPulse.com, the change to online solved a frustrating problem for the weekly newspaper. She said the move “erases the constraints of a print edition – impending deadlines that require us to hold back information and provide no updates until a week later.”

OurTown.com is based on platform of Local News, Views, Search and Commerce. The company believes “the only assured ad growth in 2009 and 2010 will come from the local market, where OurTown’s Local Editors have ‘their feet on the street,’ said George Blake, chief news officer.

“We hope CinciPulse’s switch to online-only – and to OurTown.com – will send a message to other weekly newspapers struggling with rising print, paper and distribution costs. There is a viable solution,” Blake said. “This is a great opportunity for them to prosper in a new business model.”

DeMio said the switch to online will allow her staff to produce a better publication. Once concentrated on Cincinnati's downtown area, it now will seek "information from every corner of Cincinnati and Northern Kentucky and will continue to evolve in our mission to provide relevant information to the people who make up this region."

She said that CinciPulse's columnists have embraced the change, too. "Andy Furman and Jeff Wallner say they are committed to the effort and will be providing more frequent sports columns and updates, so that readers get the full story rather than a weekly snippet of what has already occurred," DeMio said.

#### ABOUT OURTOWN, LLC

OurTown, LLC™ is a nationally branded, interactive, hyper-local network for news and community information covering 70,000 local sites for every populated ZIP in the U.S. OurTown™ publishes national and regional news, sports, content and local weather to each ZIP. More than 1,000 Local Editors already have been licensed.

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