

Circulation Increase for Express First Anniversary

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WASHINGTON, Jul 26, 2004 / -- The Washington Post Company (NYSE: WPO) announced today that its free commuter newspaper, Express, plans to increase its daily distribution from 150,000 to 175,000 copies. The announcement comes as the publication nears its first anniversary on August 4. The increase is the second such boost in print run since Express launched in August 2003 with an initial distribution of 125,000 and reflects the Washington, DC market's strong consumer acceptance of Express.

Since debuting last August, Express has become a daily reading habit among Washington-area Metrorail commuters. According to MORI Research, a leading media research firm, Express has an average weekday readership of 229,000 adults. Over the course of an average week, MORI found that 457,000 Washington-area adults read Express. Among subway commuters, over half read Express in the past week, the MORI survey indicated.

"We are delighted by the success of Express over the last year, both with readers and advertisers," said Christopher Ma, Publisher of Express. "The logical next step in our circulation strategy is to extend Express' audience beyond the Metrorail system, particularly to college campuses and to other urban locations with heavy daytime foot traffic."

In addition to its circulation expansion, Express expects to introduce a number of design and content enhancements to the paper in the coming weeks.

Express Publications Company, LLC, is a subsidiary of The Washington Post Company, a diversified media and education company whose principal operations include newspaper and magazine publishing, television broadcasting, cable television systems, electronic information services, and educational and career services.

SOURCE The Washington Post Company

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