



The VillageSoup Purchase of Six Courier Publications Newspapers

We announced this week that our company, Village NetMedia, Inc., an affiliate of the groundbreaking VillageSoup, will purchase Courier Publications' six newspapers across Midcoast Maine.

We will transform the way these newspapers do business as well as how they serve their communities, all to the benefit of readers, advertisers and organizations across the region. We will breathe new life into these newspapers by combining energetic local journalism with a forum for neighbors to share their views and a place for local businesses and organizations to serve in new ways.



I look forward to introducing our approach to the loyal readers and advertisers at some of Maine's oldest and proudest community newspapers.

Founded in 1997, VillageSoup has evolved into an award-winning online presence that is gaining national attention and being touted as the future for community journalism. Our forward thinking team of news, web, sales, printing, and administrative staff are proud of our achievement and recognition. I want to thank them for being there—then and now—and for being a part of what promises to be a bright future.

Our approach is a proven, sustainable success, and I look forward to introducing it to the loyal readers and advertisers at some of Maine's oldest and proudest community newspapers.

Sincerely,

Richard Anderson
CEO, VillageSoup, Inc.

Below are answers to some of the questions you may have about the acquisition.

Who bought what?

Maine-owned Village NetMedia Inc., an affiliate of VillageSoup and owner of two community newspapers in Maine, is purchasing the papers and printing operation of Courier Publications, a subsidiary of Crescent Publications of Greenville, S.C.

Village NetMedia is a privately held corporation that launched a website in 1997, and added two weekly newspapers—the *Knox County Times* and the *Waldo County Citizen*—in 2003 and 2004. Both papers and web sites have received state and regional awards for excellence. Camden, Maine resident Richard Anderson is the sole owner of the two companies.

Which area newspapers comprise Courier Publications?

Courier Publications consists of six newspapers in coastal and central Maine—the *Courier Gazette* (Rockland), *The Camden Herald*, *The Republican Journal* (Belfast), *The Waldo Independent* (Belfast), *The Bar Harbor Times*, and the *Capital Weekly* (Augusta). Village NetMedia also will acquire Courier Publications' Rockland printing operation.

Why is this good news?

The papers are being returned to local ownership that is committed to creating energetic papers and web sites for the residents who depend on them. Local businesses and service providers will be consolidating their media budget while better serving a larger pool of citizens and customers.

What will happen to the papers?

The purchase will reenergize *The Courier Gazette*, *The Republican Journal*, *The Camden Herald*, *The Bar Harbor Times*, and the *Capital Weekly* by making them more community oriented. Businesses and service providers will find it easier and less costly to serve their communities in new and exciting ways.

The Waldo Independent, the *Knox County Times* and the *Waldo County Citizen* will be folded into *The Republican Journal*, *The Camden Herald*, and *The Courier Gazette* (respectively) beginning July 24, 2008.

What websites will change?

Four sites—knox.villagesoup.com, waldo.villagesoup.com, mdi.villagesoup.com and capital.villagesoup.com—will each feature news, ideas, goods, and services from citizens and businesses alongside stellar news reporting from the *Courier Gazette*, *Camden Herald*, *Republican Journal*, *Bar Harbor Times* and *Capital Weekly* reporters. Mainecoastnow.com will be discontinued.

Will the acquisition create jobs?

As VillageSoup begins to serve other communities throughout the industry, new positions will be created. Village NetMedia will be offering positions to approximately 73 of the current 99 full and part time Courier staff members.



Maine-owned Village NetMedia Inc., an affiliate of VillageSoup and owner of two community newspapers in Maine, is purchasing the papers and printing operation of Courier Publications, a subsidiary of Crescent Publications of Greenville, S.C.

The Bar Harbor Times

Your Hometown Newspaper
The Camden Herald
Appleton • Camden • Belfast • Southport • Rockport

Capital Weekly

THE COURIER-GAZETTE

THE REPUBLICAN JOURNAL

THE WALDO independent