

# Pafet

Partners Affiliated for Exploring Technology

Contact: **Patrick P. Irestone**  
Vice President, New Business Development  
Star Tribune  
612-673-7235

FOR IMMEDIATE RELEASE ON FRIDAY, MARCH 18, 1994

## MEDIA COMPANIES ANNOUNCE PAFET RESEARCH CONSORTIUM

Minneapolis, Mn.--March 18, 1994--Six media companies with major newspaper interests have announced their plans to create a research consortium to develop and evaluate technology information that supports the creation of new media products and services. The consortium will be called Pafet.

The name Pafet is an acronym for a statement of the consortium's focus: Partners Affiliated for Exploring Technology. The member companies of Pafet will be:

A. H. Belo Corporation	Dallas, Texas
Central Newspapers, Inc.	Indianapolis, Indiana
Cowles Media Company	Minneapolis, Minnesota
Freedom Communications, Inc.	Irvine, California
McClatchy Newspapers, Inc.	Sacramento, California
Pulitzer Publishing Company	St. Louis, Missouri

--more--

A. H. Belo Corporation  
Central Newspapers, Inc.  
Cowles Media Company  
Freedom Communications, Inc.  
McClatchy Newspapers Inc.  
Pulitzer Publishing Company

### Operating Committee

Dean Blythe  
VP-Business Development  
The Dallas Morning News  
214/977-8246

Howard Finberg  
Sr. Editor/Info. Technology  
Phoenix Newspapers, Inc.  
602/271-8248

Patrick P. Irestone  
VP-New Business Development  
Star Tribune, Minneapolis  
612/673-7285

Dick Jablonski  
VP-Information Systems  
The Orange County Register  
714/565-3660

David Lipman  
Chairman, Pulitzer/2000  
Pulitzer Publishing Company  
314/340-8429

SyMa Chavez Sitters  
Asst. to the Executive VP  
McClatchy Newspapers, Inc.  
916/321-1932

Alan Flaherty  
Executive Coordinator  
2304 South Beverly Glen Blvd.  
Suite 201  
Los Angeles, CA 90064  
Telephone: 310-286-9684  
Telefax: 310-286-9685

"Our purpose is to maintain and strengthen our competence in collecting, packaging and marketing information, making use of the best of evolving technologies available. As a group we can invest in research on new information technology that larger companies are pursuing," states James N. Rosse, president and chief executive officer of Freedom Communications, Inc., who will be the first chairman of the Pafet management committee.

According to Rosse, "Pafet will give us a mechanism for obtaining and exchanging research information related to new technology across our organizations. We believe that a modest investment in such joint research and information analysis will enable each company to make better individual decisions."

The Pafet management committee will be composed of Rosse and the chief executives of the consortium companies: Robert W. Decherd of A. H. Belo Corporation; Frank Russell of Central Newspapers, Inc.; David Cox of Cowles Media Company; Erwin Potts of McClatchy Newspapers, Inc.; and Michael E. Pulitzer of Pulitzer Publishing Company.

Patrick P. Irestone, vice president for new business development of the *Star Tribune*, representing Cowles Media Company, will serve as chairman of Pafet's operating committee. Dean Blythe, vice president for business development at *The Dallas Morning News*, representing A. H. Belo Corporation, will also serve on the operating committee and will be Pafet's treasurer. The other members of the operating committee will be: Howard Finberg of Phoenix Newspapers, Inc. representing Central Newspapers, Inc.;

--more--

Dick Jablonski of the *Orange County Register* representing Freedom Communications, Inc.; Sylvia Chavez Sitters of McClatchy Newspapers, Inc.; and David Lipman of Pulitzer/2000 representing Pulitzer Publishing Company. Alan Flaherty will coordinate Pafet's program and provide services through his Los Angeles based firm, ComPlan Incorporated.

The member companies publish 7 of the 50 largest newspapers in the United States. The consortium members have an aggregate daily newspaper circulation of more than 3 million copies and combined 1992 revenues of more than \$2.5 billion. Consortium members also have interests in television, consumer publishing, business publishing, on-line information and print-product delivery services.

###