

Introduction

Shaw Suburban Media is an information company serving DeKalb, Kane, Lake and McHenry Counties in Illinois.

Our parent company, Shaw Newspapers, was founded in 1851. Our roots are in printing and newspapers, but today we provide relevant information in a variety of print and digital formats. We are committed to advance with technology, and to continue to provide information in the formats most preferred by our audience.

We have an intense passion for serving our local communities, and that passion separates us from other media companies in the region.

We understand and care about our communities. We participate in worthy local causes. Shaw Suburban Media is a good neighbor.

Our Name

We are **Shaw Suburban Media**. Our legal name is “Shaw Suburban Media Group, Inc.” but we do business as “Shaw Suburban Media.”

Shaw Suburban Media is a wholly owned subsidiary of Shaw Newspapers, headquartered in Dixon, IL.

Shaw Suburban Media consists of main operations in DeKalb, Kane, Lake and McHenry Counties. Each operation produces a variety of print and digital publications with various publishing frequencies.

Many of our associates focus most or all of their work on the publications produced by an individual operation, while others perform work for multiple operations. Regardless of our individual responsibilities, all of us work for Shaw Suburban Media, and we contribute to the company’s overall success.

Our Purpose

Every company has a fundamental purpose for its existence. Shaw Suburban Media’s purpose is to *make the communities we serve better places to live.*

Whether we are reporting on a news story, helping a client with an advertising campaign, sponsoring a local parade, or performing any of the other important tasks we do each day, in the end, our role is to improve the quality of life in our communities.

For us, local is always first and foremost, and our specialty is serving local readers and advertisers. We strive to be as efficient as possible to control our costs, thus maintaining affordable rates. We advocate local business, and do our best to help our advertisers succeed.

We zealously defend the First Amendment as a necessity to ensure a free society. We honor our nation's history by doing all we can to protect and further the freedoms guaranteed by the First Amendment.

Our Core Beliefs (a.k.a. our “personality”)

We pride ourselves on our ability to compete against bigger rivals. We believe our flexibility and speed are tremendous assets in a changing media landscape.

To that end, our company has developed several key traits, which include **resourcefulness** and **determination**. Some might even describe us as “**feisty**.”

Drawing from these key traits, we strive to develop a workplace that operates at the height of excellence.

Our Goal

Every two to three years, SSM sets a top organizational goal. Our goal to be achieved by the end of 2010 is **to create the best local online marketplace in the nation**.

Other Goals and Measures

In addition to pursuing the top goal, we set objectives each year for revenue, profit, audience, and other specific accomplishments. We believe it is essential to establish incremental goals. When we adhere to setting, measuring and striving to reach our goals, we help to ensure that we serve our customers well. These objectives also establish the guideposts that keep us financially viable.

By keeping a close eye on costs and by growing revenue profitably, we put Shaw Suburban Media in the best position for long-term success.

Leadership/Management

All supervisors in Shaw Suburban Media should adhere to the following “rules of engagement” when working with their teams:

Be respectful in all communication

Foster solutions, not problems

Get out and walk around

Communicate, explain why

Seek first to understand

Praise and recognize

We believe that supervisors should support the associates on their team and help them succeed in producing work of the highest quality.

Each position and each associate plays an important role in our company's success. We encourage ideas to make Shaw Suburban Media a better company – for customers and associates.

Policies

The policies that exist within Shaw Suburban Media are intended to ensure a safe and secure environment and/or to create a positive experience for our associates and customers. We do not implement unnecessary policies that might constrict creativity or inhibit communication.

Though it is not always possible, we prefer to recruit from within for open positions. We strive to place each associate in a position to succeed, and everyone's success is recognized and rewarded.

Our Parent Company

Shaw Suburban Media is a subsidiary of Shaw Newspapers. We work collaboratively with Shaw Corporate Services (a.k.a. "corporate") and other Shaw companies.

We consult with Shaw Corporate Services whenever major financial or strategic decisions are made. We make capital and technology decisions that mesh with the overall strategy of Shaw Newspapers. We view Shaw Corporate as a resource to be utilized for the betterment of SSM.

As part of Shaw Newspapers, we adhere to the **Shaw Culture:**

Shaw Newspapers is owned by the Shaw Family Trust and operates as a for-profit media company. Our culture, represented by our associates, is a valuable asset. The successful growth and development of this culture will be our most enduring competitive advantage.

Our culture, the SHAW CULTURE, is one characterized by a sincere recognition that our associates are important, significant and valuable. It is a culture that provides opportunities for personal and professional growth, where all people inside and outside the company are treated ethically, courteously and with respect. It is a culture where leadership works at removing the hindrances and roadblocks that could prevent our associates from success in their mission of serving all customers well. It is a culture where leadership has a responsibility for creating and maintaining an environment in which all associates have opportunity for success in their jobs.

The SHAW CULTURE is one that is characterized by integrity, professionalism, high ethical standards, friendliness, and mutual respect for all. Our culture is one that strives to be the pre-eminent media company in our communities, serves our customers well, maintains high expectations from all associates, operates efficiently and profitably, and uses our human resources and capital prudently.

The SHAW CULTURE encourages an environment where Shaw Newspapers will

be legendary because of the commitment to excellence by our associates.

The Shaw Suburban Media Way is a written statement outlining the principles by which our organization operates. Created and developed by associates of Shaw Suburban Media, it is intended to help all concerned parties better understand our company.

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