February 3, 2006

Dear Times Recorder Vendor,

We are pleased to offer you a unique opportunity to support education in your community by participating in the "Retailers for Reading" in combination with the Newspapers in Education literacy program.

The Newspapers in Education literacy program (NIE) provides free newspapers and a wealth of educational services, including teacher materials and much more to all schools in the Muskingum and Perry counties area. The program is offered to teachers and students at no cost and has been supported 100% by sponsorships from local businesses.

Keeping pace with the popular program is a challenge. To continue to meet increased demand and requests from local schools, we've launched the "Retailers for Reading" program and invite you to join in this business and newspaper partnership. Effective Sunday, March 5th, 2006 your single copy bill will be adjusted by \$1.00 per week with 100% of the funds going directly to the schools through the NIE literacy program. Of course, participation in this program is voluntary, so please let us know if you do not want to participate.

In exchange for your assistance to our commitment to literacy, we will acknowledge your participation in the program throughout the year with valuable publicity. We'll begin with a quarter-page in paper "Thank You" ad that will include the name of your business along with other participating businesses and will run four times per year. Soon you will receive NIE point of purchase to let your customers know that you support literacy in your community with every newspaper they purchase. Customers prefer to buy from and are loyal to businesses that support their community.

If you have questions about the program, please contact Sarah Bates (740) 450-6717 or sbates@nncogannett.com. The hundreds of students who benefit from your generosity daily thank you.

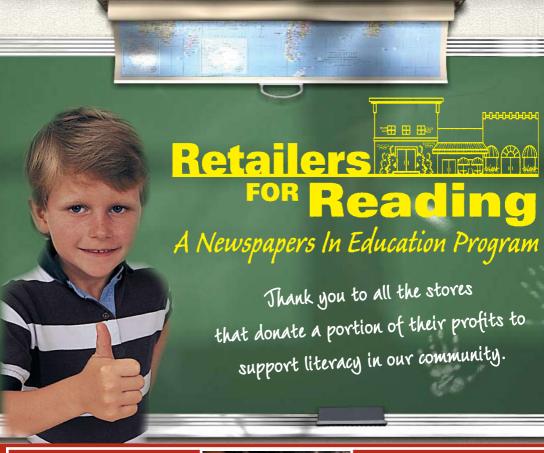
Sincerely,

Sarah Bates NIE Department The Times Recorder

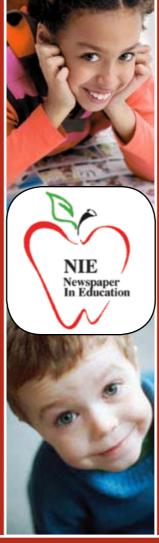
Times Recorder on sale here.

Miss a day. Miss a lot.





Brownsville County Store Tri-Carnes Service Inc Green Acres Circle K Singer Sunoco Ameri Štop Food Mart Fairdale Mini Mart Mr G's Conesville Store John's Place OJ's Bait Shop **CVS Pharmacy** Lowe's BP Mart Starfire Express The Corner Shell The Dock Crooksville Market Hunter's Run Southside Carryout Carridge Markets Gracie's Grocery Dresden IGA Wolfie's Beverage Lane DJ's Drive Thru The Hartley's Grocery Ross Iga Village Drive Thru Clark's Hardware Clark's IGA Altier's Grocery Par Mar Malta Peggy's Drive Thru Kroger's Little Dog Deli Timmy V's BP station Moxie Mini Mart 146 C Plus Market Nashport Exxon Schmidtie's Circle K Shegogg's IGA CVS Pharmacy Drive Thru - Broadway Kroger's Perry Trails Stan's Bake Shop Whitlatch Bait & Carryout



UDF Barker's IGA B&C Carry Out Carpenters Market Carriage Out Git N Go Speedway - Blue Stockport Trading Co Coop's Corner Midway Carry Out TC Market Thornville Dutchess Thornville Pharmacy 4th St Diner B&B Shell Certified Oil Cigarette Shop Circle K CVS CVS Maysville Dillon Falls Store **Duncan Falls Campbells** Heavenly Ham Key West Market Kimbel's Market Kroger's Mac-N-Turf's Mike's Brew Thru 2 Military Drive Thru Mother Tuckers National Beer Dock Putnam Beer Dock Ridge Foodtown South 60 Market Starfire Starfire Starfire Express Walgreens Pharmacy Wendy's West Main Beer Dock West Pike Pump and Pantery Westside Market

> Winerack Zane Food Mart

Zanesville News

THANK YOU FOR PURCHASING THE TIMES RECORDER

