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FOR IMMEDIATE RELEASE

**LOUDOUN COUNTY: HIGHEST INCOME IN NATION; 94% POPULATION
GROWTH IN 21 YEARS**

Use Loudoun Times-Mirror to Reach Attractive Consumer Market

Reston, VA, October 01, 2009—Loudoun County now holds the highest median household income in the nation, \$111,925, according to a survey by the American Community Survey released last week. The Loudoun Times-Mirror, a premier community paper in the county, has served Loudoun County for 210 years with a proven record of readership that allows advertisers to reach out to one of the fastest growing, affluent, and well-educated consumer markets in the country.

Unlike most other areas of the country, Loudoun County has been able to keep on top in spite of the recession, reports Loudoun County economist Jack Brown. Loudoun County's median household income has increased 4 percent from 2007, unemployment in the county is low, and the county income rate has remained high. In addition to holding the nation's highest median household income, Loudoun County will grow by 94% in the next 21 years, according to an article in the Washington Post.

The Loudoun Times-Mirror has a circulation of 60,000 and 60% penetration in Loudoun County. The paper is a part of the Washington Baltimore Suburban Press Network (WBSBN), a network over 100 community newspapers in the suburban areas of Washington, DC, Baltimore, Maryland, Richmond, and Northern Virginia, with a million+ audited circulation. Enlisting the help of WBSBN will give advertisers an effective and efficient way to reach the most affluent suburbs in America. For additional information, go to: www.wspnet.com.

About WBSBN:

Washington Baltimore Suburban Press Network is a newspaper owned network vested in the success of their clients. Established in 1992, WBSBN has grown to represent over 104 community newspapers in the Washington, DC, and Baltimore, MD suburban areas. WBSBN prides itself in offering innovative ways of reaching local community audiences with out-of-home opportunities and promotions, such as Online, Front Page Strip, and "Sticky Note" advertising. Headquartered in Reston, VA, Washington Baltimore Suburban Press Network is proud to represent over 200 years of the best local community news. Connect to the power of our suburbs. For more information, go to: www.wspnet.com

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