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Print

SureWest Directories and The Sacramento Bee Launch New Local Online Destination for Sacramento

(ROSEVILLE, CALIFORNIA) - Integrated communications provider SureWest Communications (Nasdaq: SURW) and The Sacramento Bee, the second-largest newspaper in Northern California, today announced an agreement to make SureWest Directories the exclusive online yellow pages provider for Sacramento.com, a web site of The Sacramento Bee. This is the first partnership between a telephone company and a newspaper in the emerging "local search" category.

"This type of integration between newspaper and directory content is a first," said Greg Sterling, Program Director of The Kelsey Group's Digital Directories: Interactive Local Media advisory service. "It's a bold move that should offer a very rich local search user experience."

Sacramento.com is now live as a local search destination. Users can search phone book listings and advertisements for Sacramento, Yolo, Placer and El Dorado counties to find local businesses, stores and restaurants in seconds. At launch, the searches will provide business and residential listings, display ads, and coupons contained in the SureWest print directories. The site will be enhanced in the coming months with Sacramento Bee content including advertisements, links to related stories, reviews, shopping tips and more.

"This is truly an innovative local search solution," said Mark Triplett, general manager, SureWest Directories. "By combining yellow pages information and technology with newspaper content, we give consumers local information with a degree of depth and accuracy other search engines can't match."

The technology and content integration behind Sacramento.com is being provided by PremierGuide Inc., of Palo Alto, CA. It will enable Sacramento.com users to find all listings quickly and accurately, regardless of whether or not the business or individual has a Web site. It also provides the ability to search using very specific criteria. For example, a search for a "24-hour plumber" in Sacramento at Sacramento.com results in 16 listings. Fewer listings result when the same criteria is entered into local search engines and in other yellow pages directories.

"We're extremely pleased to be working with SureWest Directories to develop this innovative and important product for the Sacramento region," said Ed Canale, vice president, New Media and Strategic

region," said Ed Canale, vice president, New Media and Strategic Planning for The Sacramento Bee. "Sacramento.com is an easy-to-use and reliable one-stop solution for consumers in Sacramento to find nearly any local product or service they need."

Sacramento.com's local search capability will also be featured on Sacbee.com. The Sacramento Bee's primary Web site.

About The Sacramento Bee

The Sacramento Bee is the flagship newspaper of the McClatchy Company and currently the second-largest newspaper in Northern California. The Sacramento Bee has an average daily circulation of 303,841* and is ranked among the nation's top 21 U.S. newspapers by the Columbia School of Journalism. Winner of three Pulitzer Prizes and recognized by the Associated Press for award-winning photography, The Bee has served Northern California since 1857.

*March 2004 ABC Fas-Fax - Publishers Statement

About PremierGuide

PremierGuide is the leading provider of search-based local search software solutions for directory and newspaper publishers. PremierGuide helps publishers capitalize on the emerging market for local search and expand their business as consumers increasingly turn to the web for local information. For more information, visit the PremierGuide web site at www.premierguide.com.

About SureWest Communications

With 90 years in Northern California, SureWest and its family of companies represent an integrated network of highly reliable advanced communications products and services. SureWest provides digital cable TV, fiber optics, PCS wireless, DSL, high-speed Internet access, data transport, local and long distance telephone service, and directories with the highest standards of customer care. For more information, visit the SureWest web site at www.surewest.com.

Safe Harbor Statement

Statements made in this news release that are not historical facts are forward-looking statements and are made pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995. In some cases, these forward-looking statements may be identified by the use of words such as may, will, should, expect, plan, anticipate, or project or the negative of those words or other comparable words. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Such forward-looking statements are subject to a number of risks, assumptions and uncertainties that could cause the

of risks, assumptions and uncertainties that could cause the company's actual results to differ from those projected in such forward-looking statements.

Important factors that could cause actual results to differ from those set forth in the forward-looking statements include, but are not limited to: advances in telecommunications technology, changes in the telecommunications regulatory environment, changes in the financial stability of other telecommunications providers who are customers of the Company, changes in competition in markets in which the Company operates, adverse circumstances affecting the economy in California in general, and in the Sacramento, California Metropolitan area in particular, the availability of future financing, changes in the demand for services and products, new product and service development and introductions, pending and future litigation, the internal control issues identified by the Company, and unanticipated changes in the growth of the Company's emerging businesses, including the wireless, Internet, video and Competitive Local Exchange Carrier operating entities.

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