

TRINITY MIRROR PLC

23 July 2010

Sir Ray Tindle
Chairman
Tindle Newspapers Ltd
The Old Court House
Union Road
Farnham
Surrey
GU9 7PT

sent by pdf
Fr 23/7

Dear Sir Ray,

Unfortunately I cannot join you for your lunch with the Secretary of State this weekend but I share your views about the important role and long-term future for UK newspapers – both national and regional. My message is: Don't write off newspapers – they're far from finished.

I have an absolute belief in the future of our national, regional and local newspapers both as print brands and as growing, profitable digital businesses.

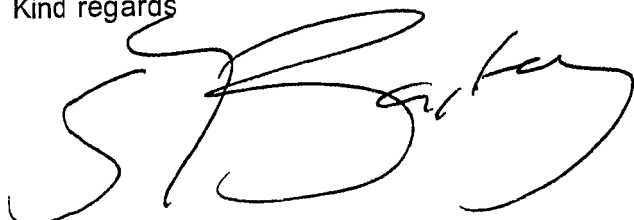
Newspapers, along with all traditional media, are coming through one of the toughest advertising recessions but ad spend is now starting to come back and with that we will see a return to health of the newspaper market. More people are reading our newspapers, in print and online. Digital revenues continue to grow.

We are firmly focused on the longer term and as a media company, Trinity Mirror will continue to invest, continue to launch, and continue to modernise the very process of publishing.

We are putting in new technology across the business which is revolutionising the way that we go about the business of newspaper publishing – more efficient multi-platform publishing which meets the needs of our consumers and advertisers.

We hope the new Coalition Government will support the newspaper industry and give it the freedom to continue to innovate and develop as a successful print and multimedia sector.

Kind regards



Sly Bailey

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