

A Brief History of Hearst Corporation

George Hearst (1820-1891), American publisher and U.S. senator, began as a prospector and acquired vast claims in gold and copper mines.

George Hearst was born on September 3, 1820, in Franklin County, Missouri. His boyhood work in the Missouri lead mines induced him to enroll in the Franklin County Mining School. He graduated in 1838. In 1850 he went to the California goldfields but found little gold.

For a time Hearst operated a general store in Nevada City, Calif., but an attempt to establish a branch in Sacramento proved financially disastrous. Returning to mining, he at last struck a paying prospect--the Lecompton mine--in Nevada City. In 1859 he joined the rush to the Washoe Valley of Nevada. In partnership with James Haggin and Lloyd Tevis, Hearst became owner of several of the most promising mines on the Comstock Lode. Hearst continually expanded his holdings and also acquired mining properties in Utah, Nevada, and California, and also in Peru, Chile, and Mexico.

By the early 1870s the firm of Hearst, Haggin, Tevis and Company was becoming the single largest firm of private mine owners in the nation. However, Hearst suffered severe reversals in the depression of 1873. Yet, at the very moment when his fortune seemed on the wane, he invested in what became the two most profitable mining ventures of his career: the Homestake gold mine in the Black Hills of South Dakota and the Anaconda copper prospect in Montana.

Like other business titans, Hearst made large contributions to political parties and ultimately sought public office. In 1865 California's pro-South element elected him to the state legislature. He served one term and cast the only vote against ratification of the 13th Amendment. He then devoted himself to business activities until 1882, when he sought the Democratic gubernatorial nomination and was narrowly defeated.

Needing a public forum to further his political ambition, Hearst entered the newspaper business in 1880, acquiring the San Francisco Daily Examiner. When he achieved his political goal 7 years later, he turned the Examiner over to his son, William Randolph Hearst.

In 1885 the Democrats supported Hearst for the Senate, but he was defeated by railroad magnate Leland Stanford. The following year, however, on the death of California's senior senator, Hearst was appointed to fill the vacancy. In 1889 he was elected to a full term. He died on February 28, 1891, while serving in Washington.

Hearst Corporation traces its origins to March 4, 1887, the day a young William Randolph Hearst placed his name on the masthead of the San Francisco Examiner as Proprietor. On that day he began a career that would forever change the definition of American journalism.

After the elder Mr. Hearst was elected a U.S. senator from California in 1886, he reluctantly turned the newspaper over to his 23-year-old son. The younger Mr. Hearst assumed the responsibilities of both editor and publisher and quickly transformed the sedate Examiner into "The Monarch of the Dailies." He filled the Examiner building with the most advanced printing equipment of his day, dramatically revised the newspaper's appearance and hired the best journalists he could find. He invigorated the paper with energetic, exciting news stories, editorials worded with force and conviction and dramatic illustrations that enlivened the once-drab oceans of tiny type. Within a few short years, the new Examiner was an unabashed success.

In 1895, Mr. Hearst purchased a second newspaper, the New York Journal, and laid the foundation for one of the legendary newspaper dynasties in American history. By the 1920s, "The Chief," as he was known throughout his company, was the owner of a chain of newspapers from coast to coast. At one time, one in four Americans read a Hearst newspaper. Hardly a big city in America was untouched by the inventive, dynamic brand of Hearst journalism.

Mr. Hearst experimented with every aspect of newspaper publishing, from compelling page layouts to influential editorial crusades. His newspapers pioneered many innovations: multiple-color presses, the first halftone photographs on newsprint, the first comic sections printed in color and the wire syndication of news copy. Stories by Hearst correspondents reporting from around the world were sold to other newspapers, giving rise to the Hearst International News Service, later sold to become part of United Press International. Today, Hearst Newspapers publishes 15 daily newspapers including the San Francisco Chronicle, the Albany Times Union, the Houston Chronicle and the San Antonio Express-News.

The vast operations that make up today's Hearst Magazines had a modest, if unlikely, origin: William Randolph Hearst's honeymoon. While on his 1903 wedding trip across Europe by automobile, Mr. Hearst had the idea of creating a publication for people he felt certain would be fascinated by this new mode of transportation. With the introduction of Motor magazine that year, Mr. Hearst entered the magazine business. Within the next 10 years, Mr. Hearst acquired several popular consumer titles of the day. Mr. Hearst's first magazine acquisition, in 1905, was Cosmopolitan, then a popular fiction monthly. Cosmopolitan is now the preeminent young women's magazine worldwide. International editions of the magazine spread the "Fun Fearless Female" ideal, making Cosmopolitan the largest magazine franchise of its kind in the world.

In 1911, Mr. Hearst acquired Good Housekeeping, which today is America's leading women's service magazine. The world-famous Good Housekeeping Institute, which reviews advertising and helps provide editorial for the magazine, has legendary status in the publishing industry. William Randolph Hearst's interests in communications extended beyond the printed word. His pioneering

efforts in producing movie newsreels led to the creation, in 1929, of Hearst Metrotone News, a production company that thrilled moviegoers with news footage shot from around the world. Exploring other emerging non-print media, Mr. Hearst began acquiring radio stations in the 1920s. In 1948, he became the owner of one of the first television stations in the country, WBAL-TV in Baltimore.

Mr. Hearst's death in 1951, at age 88, marked the end of a great publishing era. Friends and competitors alike would agree that he had made an impact on the industry perhaps unequaled by any contemporary. His legacy, Hearst Corporation, continues the enterprising spirit and quest for excellence that were the hallmarks of his illustrious career.

Richard E. Berlin succeeded Mr. Hearst as chief executive officer and also retained the position of president, a title he held at the company beginning in 1943. Mr. Berlin was instrumental in consolidating the basic underlying strengths of Hearst Corporation. Mr. Berlin retired in 1973. Frank Massi, a longtime Hearst financial officer, served as president from 1973 to 1975, playing a leading role in completing a financial reorganization that helped the company launch an expansion program in the late 1970s. John R. Miller, one of publishing's most respected executives during his 40-year career, was Hearst president and chief executive officer from 1975 to 1979.

Frank A. Bennack, Jr., Hearst's current vice chairman and CEO who also served as president and chief executive officer from 1979 to 2002, provided vigorous and imaginative leadership in implementing the growth strategy he had developed with Mr. Miller while serving as executive vice president. Under Mr. Bennack's leadership, Hearst Corporation substantially diversified and expanded its operations.

Hearst is now the world's largest publisher of monthly magazines. Current Hearst titles also include *Cosmopolitan*, *Country Living*, *Esquire*, *Food Network Magazine*, *Good Housekeeping*, *Harper's BAZAAR*, *House Beautiful*, *Marie Claire* (with *Marie Claire Album*), *O*, *The Oprah Magazine*, *Popular Mechanics*, *Redbook*, *Seventeen*, *SmartMoney* (with *Dow Jones & Co.*), *Town & Country* and *Veranda*. Hearst Magazines' international editions are distributed in more than 100 countries.

In 1980, Hearst Corporation acquired a group of business publications and manuals covering such varied fields as automobile pricing and floor covering. Today, Hearst Business Media, which was formed in August 1999, produces a wide variety of publications, books, databases and catalogs that serve the professional interests of several industries. Units in this group include: First DataBank, a premier supplier of pharmaceutical and drug interaction information; Zynx Health Incorporated, one of the nation's leading providers of evidence-based clinical content to health care organizations; *Diversion*, a leisure-time publication for physicians; *Electronic Products* magazine; and *Floor*

Covering Weekly. This group also includes Motor magazine, launched by William Randolph Hearst in 1903 and now published for auto-service professionals.

In 1989, Hearst Entertainment & Syndication was formed to combine the company's cable activities, syndication companies and other entertainment operations. Hearst's cable television interests include A&E Television Networks (which includes Lifetime Television, A&E Network, Bio and History) and ESPN. King Features Syndicate, created in 1915 to consolidate William Randolph Hearst's pioneering efforts in comic syndication, is now the largest distributor of comics and text features in the world. Its many well-known properties include "Blondie," "Beetle Bailey," "Popeye," "Hägar the Horrible" and "Hints from Heloise."

In 1993, the Hearst Interactive Media group was created to guide and manage the company's growing interests in digital media. The group is currently focused on operating digital media businesses, including UGO Entertainment and Kaboodle, and making strategic investments in digital content and infrastructure companies, which include Sling Media, Brightcove and Pandora.

In August 1997, Hearst joined the leading ranks of group television broadcasters with the formation of Hearst Television Inc., formerly known as Hearst-Argyle Television. Hearst Television reaches approximately 18 percent of U.S. TV households, making it one of America's largest television station groups. Hearst Television comprises 29 television stations and two radio stations. Markets include Boston, Tampa, Pittsburgh, Sacramento, Orlando and Baltimore.

In 2002, Frank A. Bennack, Jr. was succeeded as president and chief executive officer of Hearst Corporation by Victor F. Ganzi, who had worked closely with Mr. Bennack for more than 10 years. Mr. Ganzi resigned as president and chief executive officer in June 2008, leaving Mr. Bennack to reassume the role of vice chairman and CEO.

Today, Hearst Corporation is one of the largest diversified communications companies in the world. The corporation now includes more than 150 separate businesses. Each day, nearly 20,000 people are at work at Hearst, helping to inform, educate, entertain and inspire millions of readers, viewers and listeners in virtually every area of communications. Although the company has expanded dramatically in recent years, the principle on which it was founded remains the same: a commitment to excellence.

Timeline

March 4, 1887— William Randolph Hearst, age 23, becomes Proprietor of the San Francisco Examiner.

1895— W. R. Hearst acquires a second newspaper, the New York Journal, and moves to New York City.

1903— Hearst launches his first magazine, Motor. Today the magazine is published by Hearst Business Media for auto-care professionals.

1905— Hearst acquires its first magazine, Cosmopolitan, then a popular fiction monthly. Today Cosmo is the largest-selling young women's magazine in the world.

1910— Hearst establishes The National Magazine Company Limited, one of the United Kingdom's leading magazine publishers.

1911— Good Housekeeping, the premier women's service magazine, is acquired.

1912— Hearst acquires Harper's BAZAAR, the distinguished fashion magazine.

1915— King Features Syndicate is formed to consolidate the company's pioneering efforts in comic syndication. It is now the world's largest distributor of newspaper comics and text features ("Blondie," "Beetle Bailey," "Popeye," "Hägar the Horrible," "Hints from Heloise").

1921— Hearst acquires the Seattle Post-Intelligencer newspaper, which serves the No. 1 market in the Pacific Northwest.

1924— Hearst acquires the Albany Times Union, the leading newspaper in New York's Capital Region.

1925— Town & Country magazine is acquired.

1928— Hearst acquires WISN-AM, the first of many radio stations.

1929— Hearst Metrotone News, the legendary newsreel production company, is launched.

1934— House Beautiful magazine is acquired.

1943— Richard E. Berlin becomes president of Hearst Corporation.

1948— Hearst acquires one of the country's first television stations, WBAL-TV, Baltimore. In 1952, the station becomes among the first to broadcast in color.

1951— W. R. Hearst dies at age 88. Richard E. Berlin becomes chief executive officer and retains the title of president.

1955— Hearst acquires WISN-TV, Milwaukee.

1958— Hearst acquires Popular Mechanics, the original men's service magazine, and launches WTAE-TV, Pittsburgh.

1965— Helen Gurley Brown is named editor of *Cosmopolitan*, revising the magazine's focus from fiction to editorial of interest to young women.

1973— Richard E. Berlin retires. Frank Massi, longtime financial officer, becomes president and chief executive officer of The Hearst Corporation.

1975— John R. Miller becomes president and chief executive officer. Miller develops strategies with Executive Vice President Frank A. Bennack, Jr.

1978— Hearst launches *Country Living*, widely regarded as one of the most successful magazine start-ups.

1979— Frank A. Bennack, Jr. becomes president and chief executive officer.

1982— Hearst acquires Communications Data Services, the magazine subscription fulfillment company; KMBC-TV, Kansas City; and Redbook, the magazine for young working mothers.

1984— After several years of development, Hearst becomes a founding partner in both the A&E and Lifetime Television cable networks. Hearst acquires *Diversion*, the magazine for physicians at leisure, and a group of Texas newspapers including *The Beaumont Enterprise* and the *Laredo Morning Times*.

1986— Hearst acquires *Esquire*, the distinguished men's magazine, and Boston's WCVB-TV, widely recognized as "the best station in the nation."

1987— Hearst celebrates its centennial year; sponsors the PBS series "The Presidency and the Constitution"; acquires the *Houston Chronicle*, one of the largest newspapers in the Southwest; and acquires Cowles and North America Syndicates, which are consolidated into King Features Syndicate.

1989— Hearst acquires Phoenix Entertainment Group, a television production company, which is renamed Hearst Entertainment. Following the international launches of several Hearst magazines, Hearst Magazines International is formed to further the company's publishing opportunities worldwide. Hearst Entertainment & Syndication is formed to oversee the company's activities in cable television, syndication and entertainment.

1991— Hearst acquires a 20 percent interest in ESPN Inc. Hearst opens the Hearst Service Center in Charlotte, N.C., a facility providing various accounting, data processing and other support to all Hearst units.

1992— Hearst and Dow Jones & Co. launch *SmartMoney*, known as *The Wall Street Journal Magazine of Personal Business*. Hearst and MediaOne launch *New England Cable News*, which today is the largest regional news channel in the United States.

1993— Hearst launches Country Living GARDENER magazine and acquires the San Antonio Express-News, one of the largest newspapers in Texas. Hearst Interactive Media is created to guide the company's growing interests in digital media.

1994— Hearst and France's Marie Claire Album launch the U.S. edition of Marie Claire magazine. Hearst acquires Associated Publishing Company, a publisher of yellow-pages directories in Texas.

1995— Hearst acquires the operating assets of the Houston Post newspaper, which are consolidated into the Houston Chronicle.

1996— Hearst acquires WMOR-TV, Tampa, and begins operation of KCWE-TV, Kansas City, under a local marketing agreement. The Company acquires Multilex, a supplier of drug point-of-care databases in the United Kingdom, which is consolidated into First DataBank.

1997— Hearst purchases WPBF-TV, West Palm Beach, and enters into an agreement with Argyle Television to combine Hearst stations with Argyle stations to form Hearst-Argyle Television Inc., a publicly traded company. Hearst remains a private corporation and is the majority shareholder in Hearst-Argyle.

1999— Hearst announces plans to purchase the San Francisco Chronicle, putting the San Francisco Examiner up for sale. A new major operating group, Hearst Business Media, is formed to consolidate operations in business-to-business media. CosmoGIRL!, a spin-off of Cosmopolitan targeted at teenage girls, becomes Hearst's first cross-platform launch, with the magazine and Web site debuting simultaneously.

2000— O, The Oprah Magazine, a venture with Oprah Winfrey's Harpo Entertainment Group, is the most successful magazine launch in Hearst history. Hearst and Condé Nast Publications enter into an agreement to own jointly a newsstand distribution and marketing company, COMAG Marketing Group. Randolph A. Hearst, the last surviving son of William Randolph Hearst and the former chairman of the board of Hearst Corporation, dies at age 85.

2001— Hearst-Argyle Television acquires WMUR-TV, Manchester, N.H. Women.com Networks is acquired by iVillage Inc., creating the world's largest and most comprehensive destination for women on the Web. Hearst retains an approximately 30 percent stake in iVillage. Frank A. Bennack, Jr. announces that Victor F. Ganzi, executive vice president and chief operating officer, will succeed him as president and CEO on June 1, 2002.

2002— Victor F. Ganzi becomes president and CEO of Hearst Corporation. Hearst acquires Veranda magazine, an upscale shelter title. The first international edition of O, The Oprah Magazine launches in South Africa. Cosmopolitan Television launches across Spanish-speaking Latin America.

2003— New York Mayor Michael R. Bloomberg joins Hearst Corporation in breaking ground on its new world headquarters at 300 West 57th Street, Manhattan. Hearst purchases Seventeen magazine. Town & Country launches its first-ever spin-off title, Town & Country TRAVEL.

2004— Esquire wins four National Magazine Awards from the American Society of Magazine Editors. Periodical Publishers' Service Bureau, Inc. acquires American Publishers, Inc. Hearst-Argyle Television purchases WMTW-TV, Portland, Maine. Hearst Business Media acquires Zynx Health Incorporated, one of the leading U.S. providers of evidence-based clinical content to health care organizations. Hearst launches SHOP Etc., a shopping magazine about fashion, home and beauty. Hearst agrees to purchase White Directory Publishers, Inc., the fourth-largest yellow-pages publisher in the United States. Working with the American Land Conservancy and the California Rangeland Trust, the Company agreed to preserve the historic 82,000-acre Hearst Ranch in a conservation framework that restricts new commercial and residential development, protects resources and increases access to 18 miles of pristine California coastline.

2005— Governor Schwarzenegger announces that the state of California and its conservation partners have closed escrow on the conservation plan for the Hearst Ranch in San Simeon. In New York, Governor Pataki, Mayor Bloomberg and Architect Lord Norman Foster join Hearst Corporation for a topping-out ceremony of the Hearst Tower. The Company announces plans for two new reality shows: "Project Seventeen," an MTV series in which Seventeen magazine searches for America's Sweetheart; and The Daily News, a Hearst Entertainment-Bravo documentary series based on the New York Daily News. Hearst's White Directory Publishers acquires MEGA Publishing, Inc., a publisher of yellow-pages directories in Florida.

2006 – The Hearst Tower headquarters at 300 West 57th Street in New York City officially opens and is certified as the city's first occupied "green" office tower. The U.S. Green Building Council awards the Tower Gold Status under the Leadership in Energy and Environmental Design (LEED) rating system. The Hearst Ranch Conservation Project receives the prestigious California Governor's Environmental and Economic Leadership Award. Esquire wins two National Magazine Awards from the American Society of Magazine Editors. Hearst Magazines announces the creation of a Digital Media division. Hearst-Argyle Television Stations receive multiple regional and national Edward R. Murrow Awards and the group acquires WKCF-TV in Orlando, Florida. Hearst acquires a 20 percent equity interest in Fitch Group, a leading global ratings agency. Hearst Newspapers joins Yahoo! as part of a consortium of more than 150 U.S. newspapers, to deliver search, graphical and classified advertising to consumers in their communities.

2007- Esquire and O, The Oprah Magazine each win a National Magazine Award from the American Society of Magazine Editors. Hearst-Argyle is awarded its

fourth consecutive University of Southern California Annenberg Walter Cronkite Award for excellence in political journalism. Hearst-Argyle receives 35 Radio Television News Director Association Edward R. Murrow Awards and National Association of Broadcasters Education Foundation Service to America Award, along with four Telly Awards for specials commemorating Hurricane Katrina. O, The Oprah Magazine is named the top winner of Adweek's "Hot List." Hearst Magazines announces winners of its first-ever Tower Awards for editorial excellence and launches The Daily Green, a consumer Web site dedicated to earth-friendly living. Hearst Business Media acquires the private technology company Veretech, LLC and FleetCross, a leading provider of custom systems and databases for the transportation and equipment industry. Hearst-Argyle launches High School Playbook. Hearst Corporation acquires leading social site Kaboodle and online entertainment company UGO Networks, Inc. Hearst Magazines Digital Media Launches misquincemag.com and mobile sites for Harper's Bazaar and Marie Claire.

2008-Victor F. Ganzl resigns as president and CEO of Hearst Corporation and Hearst Chairman Frank A. Bennack, Jr. reassumes the role of CEO. Roger Paschke is named chief investment officer of Hearst Corporation. At the San Francisco Chronicle, Mark Adkins is named president, Ward Bushee is named executive vice president and editor and Phil Bronstein becomes editor-at-large of the paper and Hearst Newspapers. Jeff Folckemer is named president and CEO of White Directory Publishers. Hearst Business Media announces it will acquire Map of Medicine and Hearst Magazines announces it will acquire Answerology. Popular Mechanics wins a National Magazine Award from the American Society of Magazine Editors. Hearst Magazines Digital Media partners with MSN to launch Delish.com. Susan K. Reed is named Editor in Chief of O, The Oprah Magazine and Sarah Gray Miller is named editor-in-chief of Country Living. Hearst Magazines and Food Network collaborate on two tests issues of Food Network Magazine. Hearst-Argyle wins five national Edward R. Murrow Awards. Scott Sassa is named president of Hearst Entertainment & Syndication as Bruce Paisner retires. Cosmopolitan TV debuts in Canada. King Features launches Comics Kingdom, a first-of-its-kind digital comics platform. Hearst Corporation joins New York City Mayor Michael R. Bloomberg's "Recycling Magazines is Excellent!" campaign to promote magazine and catalog recycling in New York City. Hearst wins a 2008 International Highrise Award.

2009-Seattle Post-Intelligencer becomes the largest daily newspaper to transition to an all-digital model. Duncan Edwards succeeds George J. Green as president and CEO of Hearst Magazines International and Arnaud de Puyfontaine is appointed CEO of the National Magazine Company. Hearst-Argyle receives its fifth consecutive Walter Cronkite Award and a Peabody Award—both recognizing excellence in political journalism. Hearst Corporation appoints Neeraj Khemlani vice president and special assistant to the CEO for digital media; and George Kliavkoff becomes executive vice president and deputy group head of Hearst Entertainment & Syndication. Hearst Corporation announces the winners of its first Hearst 8 X 10 Photography Biennial Competition. Hearst's UGO

Entertainment acquires popular gaming site 1UP.com. Good Housekeeping launches the Green Good Housekeeping Seal. Hearst Newspapers promotes Mark Aldam to senior vice president of Hearst Newspapers and names Eric Nalder senior enterprise reporter for the Group. David McCumber becomes editor of The Advocate and Greenwich Time and editorial director of Hearst's Connecticut Newspaper Group. Hearst-Argyle Television, Inc. becomes wholly-owned subsidiary of Hearst, and the company's name is changed to Hearst Television Inc. The television stations earn three national Murrow Awards. Susan Casey is named editor in chief of O, The Oprah Magazine and Chris Allen is named vice president and publisher of Country Living. Hearst, the Disney-ABC Television Group, and NBC Universal announce that A&E Television Networks is acquiring Lifetime Entertainment Services. Time Inc. and Hearst launch pilot project to increase forest certification in Maine. LMK.com debuts with its College Football channel. Mitchell Scherzer is named chief financial officer of Hearst Corporation. Hearst Magazines Digital Media launches RealBeauty.com.

2010-Hearst announces 2nd Hearst 8x10 Photography Biennial competition, submissions due May 31, 2010. Good Housekeeping celebrates 125 years of service, safety and so much more, and O, The Oprah Magazine commemorates 10 years of encouraging every reader to: "live your best life." Dr. Charles Tuchinda joins Hearst Business Media as chief innovation officer, healthcare, and Zynx Health names Mark Long, chief technology officer. Hearst Magazines and leading magazine publishers unite and unveil industry-wide ad campaign, "Magazines, The Power of Print." Esquire and Food Network magazine are nominated for National Magazine Awards; Esquire takes home the Ellie for Profile Writing. LMK launches more than 60 topic-specific iPhone apps. San Francisco Chronicle joins with Bloomberg for new business report and Hearst Newspapers' Mark Aldam promoted to executive vice president, deputy group head. WYFF-TV earns a national Peabody Award and Hearst Television Executive Vice President & CFO Harry Hawks announces his retirement. Hearst Magazines names four new editors-in-chief: Newell Turner for House Beautiful, Jill Herzig for Redbook, Stephen Drucker for Town & Country, and Dara Caponigro for Veranda. Twelve major broadcast groups, including Hearst Television, form joint venture to develop national mobile content service. Hearst acquires digital marketing agency, iCrossing. Jay Felts appointed president of Comag Marketing Group. Cathie Black named chairman of Hearst Magazines; David Carey succeeds her as president. John Drain appointed senior vice president, finance, at Hearst Television. Hearst Magazines announces creation of The App Lab at Hearst Tower in New York. Jennifer Levene Bruno named publisher of Veranda. Dr. Gregory Dorn appointed president of First DataBank. The winners of the 2nd Hearst 8 X 10 Photography Biennial competition are announced. Hearst enters into exclusive negotiations with Lagardère to acquire its international press and magazine business.

2011-Jay Fielden named editor in chief of Town&Country. Hearst makes a binding cash offer of €651 million for Lagardère's international press and

magazine business. Gregg Zegras is named president of RealAge.

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