## **American Community Newspapers Inc.**



In the community, With the community, For the community.



# ThinkEquity Partners LLC 5<sup>th</sup> Annual Growth Conference September 17, 2007

### Safe Harbor

This presentation may contain forward–looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 about American Community Newspapers Inc. (formerly known as Courtside Acquisition Corp.) ("ACN Inc."), American Community Newspapers LLC ("ACN LLC") and their combined business after completion of the acquisition of the business and assets of ACN LLC by ACN Inc. Forward–looking statements are statements that are not historical facts. Such forward–looking statements, based upon the current beliefs and expectations of ACN Inc.'s management, are subject to risks and uncertainties which could cause actual results to differ from the forward–looking statements. The following factors, among others, could cause actual results to differ from those set forth in the forward–looking statements: economic and demographics of the local communities ACN Inc. serves; paper costs; fluctuations in customer demand; shifting of traditional media spending from print to new media; ability to find, effectuate and integrate acquisitions; impact of significant indebtedness; declining circulation; seasonality; environmental and employee and safety issues; reliance on key personnel or inability to attract qualified personnel; as well as other relevant risks detailed in ACN Inc.'s filings with the Securities and Exchange Commission ("SEC") (<a href="https://www.sec.gov">https://www.sec.gov</a>), including its prospectus dated June 30, 2005, its annual report on Form 10-K for the year ended December 31, 2006, its quarterly reports on Form 10-Q for the quarters ended March 31, 2007 and June 30, 2007, its definitive proxy statement dated June 15, 2007 and its other filings with the SEC. The information set forth herein should be read in light of such risks.

ACN LLC's financial information was prepared by ACN LLC as a private company, and derived from financial statements prepared in accordance with U.S. generally accepted accounting principles ("GAAP"). Such financial information included herein does not conform to SEC Regulation S–X. Accordingly, such historical information has been adjusted and presented differently in ACN Inc.'s proxy statement to solicit stockholder approval of the acquisition of the business and assets of ACN LLC. Furthermore, this presentation includes certain financial information (EBITDA, Adjusted EBITDA and Newspaper Cash Flow) not presented in accordance with GAAP. Accordingly, such information may be materially different as presented in ACN Inc.'s proxy statement which was used to solicit stockholder approval of the transaction. ACN Inc. believes that the presentation of these non-GAAP measures provide information that is useful to investors as it indicates more clearly the ability of ACN Inc. to meet capital expenditures and working capital requirements and otherwise meet its obligations as they become due. EBITDA and Adjusted EBITDA were derived by taking earnings before interest, taxes, depreciation and amortization and public company costs as adjusted for certain one-time non-recurring items and exclusions. Newspaper Cash Flow was derived by taking earnings before corporate expenses, interest, taxes, depreciation and amortization and public company costs as adjusted for certain one-time non-recurring items and exclusions. In calculating EBITDA, Adjusted EBITDA and Newspaper Cash Flow and other financial information contained herein, acquisitions (and a disposition) have been presented as if the acquisitions (and disposition) were made as of the first day of the earliest fiscal year presented, except as otherwise indicated. The historical financial information contained in this presentation is not indicative of the future performance of ACN Inc. ACN Inc. assumes no obligation to update the information contained in this presentation.



### **Investment Rationale**

- Differentiated and proven business model
- Best in class assets
- Multiple growth opportunities
- Strong financial profile outperforming the industry and solid free cash flow generation
- Experienced, dedicated management team and workforce













## **Newspaper Industry – What You Are Hearing**

- Old media industry whose business model is crumbling
- Continued weakness in advertising environment
- Shrinking circulation and reach
- Operating margins under pressure cost cutting not enough
- Internet initiatives too little, too late
- No near-term story: what is the future?



## Why ACN is Different

- Outperforming the industry
- Strategically clustered, pure-play platform with market-leading positions
- Affluent, desirable and high growth demographics in each market
- Controlled direct to home distribution to highly penetrated targeted markets
- Virtually exclusive source of intensely local content and advertising which is highly valued by consumers
- Mainstay of the community and less sensitive to macroeconomic issues



## Highlights of the Power of the Community Newspaper Platform<sup>(1)</sup>

### Study results

Readers in suburban communities have strong interests in community news...

... and are generally more affluent, more educated and have better jobs than metro audiences



### Statistical highlights for ACN's Readers (2)

- 86% of adults are interested in community news
- 60% of adults turn to community newspapers first for local news, events and sports
- 51% of readers turn to community newspapers for local shopping ads vs. 28% for metro newspapers
- Median household income in suburban markets is 68% higher than the national average
- 70% of readers are college educated
- 80% of readers own their own home



<sup>(1)</sup> Suburban Newspapers of America and SNA/Belden study conducted in 2006

<sup>(2)</sup> Excludes Columbus Cluster

### **ACN** is a Best-in-Class Asset

- An industry leader in profitability metrics
- Operates in affluent, desirable, high growth demographics
- Tight cluster strategy provides opportunity to realize synergies from cross-selling opportunities and significant cost efficiencies
- Solidified a leading position in delivering proprietary online content in its markets
- Management team with successful operating and acquisition track record



### Who We Are

### **American Community Newspapers Inc.**

	Total	Minneapolis	Columbus	Dallas	Northern Virginia
Daily newspapers:	3	1		2	
<ul> <li>Weekly newspapers:</li> </ul>	83	43	22	14	4
Niche publications:	14		4	6	4
• Circulation:	1,386,000	457,000	412,000	298,000	219,000

• 2006 Revenue<sup>(1)</sup>: \$76.8mm

• 2006 NCF <sup>(1)</sup>: \$18.4mm

• 2006 NCF margin (1): 24.0%

ACN is a leading community newspaper publisher with operations in four attractive major U.S. markets



<sup>(1)</sup> Pro forma for Columbus Cluster acquisition as if it occurred on the first day of the period



# Among the Fastest Growing and Most Affluent Markets in the U.S.

### **Key Market Statistics (1)**

### Minneapolis Cluster (Minneapolis – St. Paul MSA)

- 12<sup>th</sup> highest median household effective buying income (EBI) nationally
- 12<sup>th</sup> largest retail market with \$74.2 billion in retail sales

### Dallas Cluster (Dallas - Fort Worth MSA)

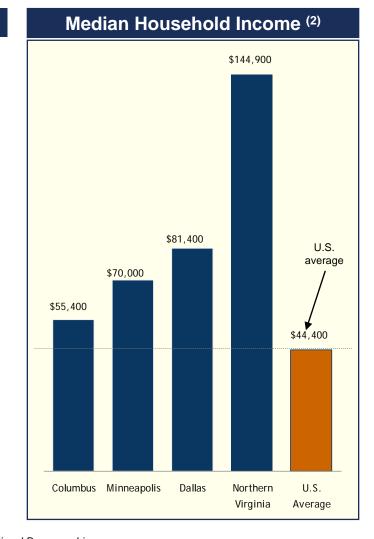
- 17<sup>th</sup> highest median household EBI nationally
- 7<sup>th</sup> largest retail market with \$106.7 billion in retail sales
  - Over 30% of Texas retail sales in Dallas-Fort Worth area

### Northern Virginia Cluster (Washington, DC MSA)

- 2<sup>nd</sup> highest median household EBI nationally
- 8th largest retail market with \$89.5 billion in retail sales

### Columbus Cluster (Columbus, OH MSA)

- 31<sup>st</sup> highest median household EBI nationally
- 28<sup>th</sup> largest retail market with \$29 billion in retail sales





<sup>(1)</sup> Statistics from Sales & Marketing Management 2005 Survey of Buying Power

<sup>(2)</sup> Statistics are for ACN's readers from SNA-Belden 2006 Research Study and the Media Audit – International Demographics

## **ACN's Newspapers are Local Community Focused**

- ACN focuses on local news that is consistently overlooked by metro newspapers, radio stations and television including:
  - Local city council and government
  - School districts, high school sports and youth sports
  - Special editorial sections relevant to the community
  - Festivals, events and calendars
  - Local police, fire and rescue
  - Local businesses
- Each of ACN's community newspapers mirror the goings-on and happenings for that local audience; ACN has more local news gatherers than its direct competitors in many of its markets
- High quality publications that have won awards for the Best Weekly Newspaper in the U.S. as well as over 100 awards for design, editorial and general excellence
  - U.S. Best Non-Daily Newspaper over 10,000 circulation First Place, 2006 –
     Eden Prairie Sun Current (1)
  - Best Weekly Website, 2007 Monticello Times (2)



<sup>(1)</sup> Inland Press Foundation

<sup>(2)</sup> Minnesota Newspaper Association

## **ACN** is an Integral Part of the Communities it Serves





## **ACN** has Aggressively Built its Internet Presence

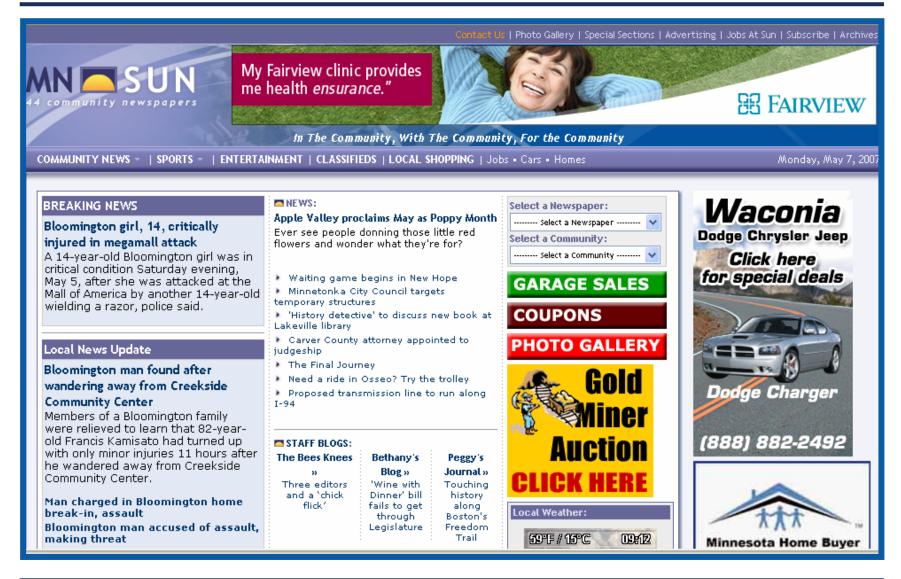
- ACN's Internet portal provides unique, localized content that effectively increases "editions" through online breaking news, while increasing reach beyond printed products
- Successful implementation of new online features:
  - Video news and sports coverage
  - Video retail advertisements
  - Blogging initiatives
  - User-generated content
- Exceptional customer acceptance during 2006, as demonstrated by the following growth metrics<sup>(1)</sup>:
  - Visits per month increased by approximately 300%
  - Page views increased by more than 200%
  - Revenue increased by 210% year-over-year reaching approximately 2% of ACN's revenue in 2006

Over the last twelve months, ACN has solidified a leading position in delivering local content through online media expansion

(1) Excludes Columbus Cluster



### **New Media / Internet Portal**





## **Experienced, Industry-Leading Management Team**



# Gene Carr Chairman and Chief Executive Officer

- · Joined ACN in August 2001
- · 28 years of publishing experience
- · Prior work experience:
  - CEO, Southern Division, Brown Publishing
  - VP of Sales and Marketing, Trinity Holdings
  - President of Profits Through Marketing
  - EVP of Arundel Communications
  - Exec. Sales Director, Cincinnati Suburban Press
- Board affiliations: Board of Suburban Newspapers of America and former Board member of Village Voice Media



## Dan Wilson Chief Financial Officer

- Joined ACN in May 2002
- 20 years of financial / media experience
- Prior work experience:
  - EVP and CFO, Novo Networks
  - Co-founder of Marcus and Partners
  - VP, Strategic Development of AMFM
  - SVP, Finance/Corp. Development for Marcus Cable
  - Director of Finance/Development, Crown Media
- Board affiliations: Former Board member of the Texas Community Newspaper Association



# Jeff Coolman VP of Sales and Group Publisher of Minneapolis Newspaper Group

- Joined ACN in December 2001
- 13 years of publishing experience
- · Prior work experience:
  - Group Advertising and Marketing Director for Brown Publishing
  - Publisher of The Morning Journal (Trinity Holdings)
  - Advertising Manager for the Battle Creek Enquirer (Gannett)



### Bill Weaver Group Publisher of Dallas Newspaper Group

- Joined ACN in January 2007
- 31 years of publishing experience
- · Prior work experience:
  - General Manager of Pennysaver Publications
    - Held numerous positions including Accounting Manager, VP of Operations and VP of Classifieds
    - Instrumental in growing Pennysaver circulation from 16,000 to 780,000



### Donna Talla Group Publisher of Northern Virginia Newspaper Group

- Joined ACN in August 2005
- 12 years of publishing experience
- Prior work experience:
  - Publisher of Sun Gazette Newspapers
  - Advertising Director of The Journal Newspapers



# Roy Biondi VP and Group Publisher of Columbus Newspaper Group

- Rejoined ACN in May 2007 (ACN's former Kansas City Group Publisher)
- 21 years of publishing experience
- · Prior work experience:
  - Group Publisher of Greater Kansas City Community Newspapers (News Press-Gazette Company)
  - Group Publisher of Sun Publications (ACN)
  - Publisher of Times Herald (Bradford Publishing)
  - Various positions with Thomson Newspapers



## **Multi-Faceted Growth Strategy**

- Organic Growth
- Strategic Add-on Acquisitions
- New Cluster Acquisitions



## **Multi-Faceted Growth Strategy – Organic Growth**

- Continue to strengthen position as a leading provider of local print and online content
- Capture a larger number of local and major national advertisers through increased calls, training and territory staffing
- Continue to develop new products and enhance ACN's existing products in order to increase the value proposition for both ACN's advertisers and ACN's readers
- Further the monetization of accelerating growth in traffic to ACN's websites through the launch of complementary products and potential partnerships with major web players
- Capitalize on market household growth



## **Multi-Faceted Growth Strategy - Acquisitions**

# Strategic Add-ons

- Large and fragmented marketplace = acquisition opportunities
- Expansion opportunities in contiguous markets to further leverage clustered platform
- Leverage scale and clustering advantage to increase revenue and EBITDA growth
  - Available capacity in existing press facilities
  - Expanded advertising packages and greater zoning options
  - Efficiencies from centralized back office functions

# New Clusters

- New stand-alone clusters in similarly attractive suburban markets
  - Columbus
- Non-auction opportunities successfully identified and executed
- Access to public currency will facilitate future acquisitions



## **Successful Track Record of Acquisitions**

### **Minneapolis**

- Monticello Times, May 2005
  - Group of one paid weekly and one free weekly publications located in Monticello, Minnesota
  - Pre AcquisitionRevenue: \$1.6mm
  - Circulation: 29,000

#### **Dallas**

- McKinney Courier-Gazette, July 2005
  - Group of one daily, one weekly and other niche publications located in McKinney, Texas
  - Pre AcquisitionRevenue: \$2.8mm
  - Circulation: 43,000



### **Northern Virginia**

- Suburban Washington Newspapers / Sun Gazette, August 2005
  - Group of two weekly and two monthly publications located principally in Fairfax and Loudoun County Virginia
  - Pre Acquisition Revenue: \$3.2mm
  - Circulation: 105,000
- Amendment One / Leesburg Today, March 2006
  - Group of one weekly, one monthly and one quarterly publications located in Loudoun County Virginia
  - Pre Acquisition Revenue: \$5.6mm
  - Circulation: 94,000

#### **Columbus**

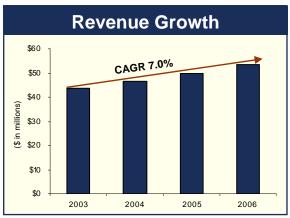
- · CM Media, Inc.
  - Group of 22 weekly newspapers and 4 niche publications in and around the Columbus metropolitan area
  - Pre-acquisition revenue: \$23.3mm
  - Circulation: 412,000

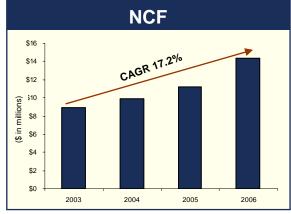
Add-on acquisitions leverage ACN's existing operating platform delivering significant cash flow synergies contributing to reduction in purchase multiples

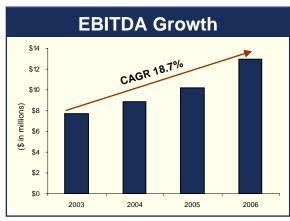


### **Historical Financial Overview** (1)

(\$ in thousands)					
	2003	2004	2005	2006 <sup>(2)</sup>	CAGR (03-06)
Revenue	\$43,703	\$46,606	\$49,805	\$53,506	7.0%
% Growth		6.6%	6.9%	7.4%	
Newspaper Cash Flow	\$8,940	\$9,919	\$11,258	\$14,405	17.2%
Margin	20.5%	21.3%	22.6%	26.9%	
% Growth		11.0%	13.5%	28.0%	
Adjusted EBITDA	\$7,735	\$8,886	\$10,162	\$12,923	18.7%
Margin	17.7%	19.1%	20.4%	24.2%	
% Growth		14.9%	14.4%	27.2%	





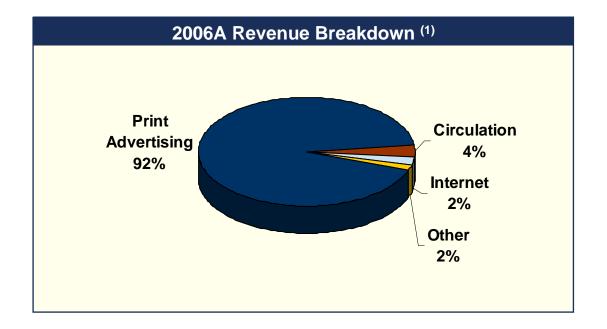


<sup>(1)</sup> Each year pro forma for all completed acquisitions excluding Columbus Cluster which was acquired on April 30, 2007 (2) 2006 has one less week than 2005. When the effect of this week is removed, revenue grew 8.6%



### **Long-Standing Client Relationships Drive Revenue**

- Over 40,000<sup>(1)</sup> individuals and businesses advertise in ACN's publications
- ACN top 20 advertisers contributed 7.3% of 2006A<sup>(1)</sup> revenues
- Limited reliance on circulation revenue







## **First Half 2007 Financial Results**

	Six Months Ended			ded	Y/Y Percent Change		
<u>(\$000s)</u>		July 1, 2007		y 2, 2006	<u>GAAP</u>	Same Property (1)	
Revenues:							
Advertising	\$	28,852	\$	23,793			
Circulation		1,081		950			
Commercial printing and other		717	428				
Total revenue		30,650		25,171	21.8%	1.2%	
Operating costs and expenses:							
Operating costs		13,118		10,577			
Selling, general and administrative		9,237		7,915			
Newspaper cash flow		8,295		6,679	24.2%	8.9%	
NCF margin		27.1%		26.5%			
Corporate expense		768		760			
EBITDA	\$	7,527	\$	5,919	27.2%	11.7%	
EBITDA margin		24.6%		23.5%			

<sup>(1)</sup> Excludes impact of acquisitions made in the current or prior year.



### **Summary**

- Pure-play community newspaper platform
- Strategically clustered market-leading positions in attractive markets, offering a tremendous value proposition for advertisers
- Successful track record of acquiring and integrating new assets as well as growing organically
- Strong financial profile outperforming the industry and solid free cash flow generation
- Significant opportunities for future growth
- Experienced, dedicated, successful management team and workforce



## **American Community Newspapers Inc.**



In the community, With the community, For the community.

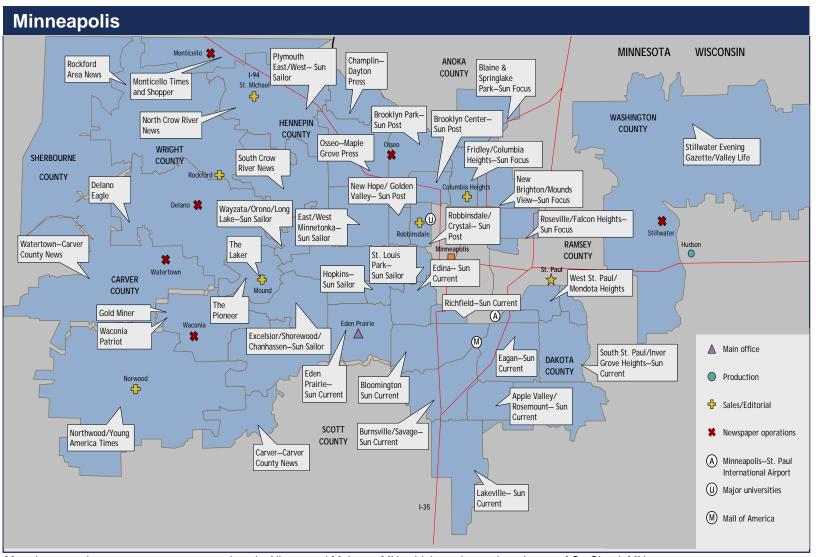


# ThinkEquity Partners LLC 5<sup>th</sup> Annual Growth Conference September 17, 2007

# **Appendix**



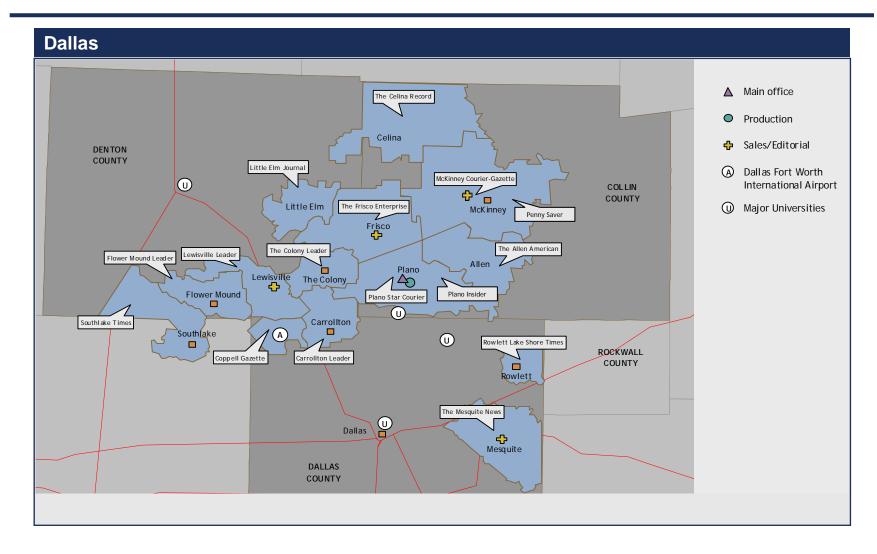
## **Detailed Market Profile - Minneapolis**



Note: Map does not show two newspaper operations in Albany and Melrose, MN, which are located northwest of St. Cloud, MN

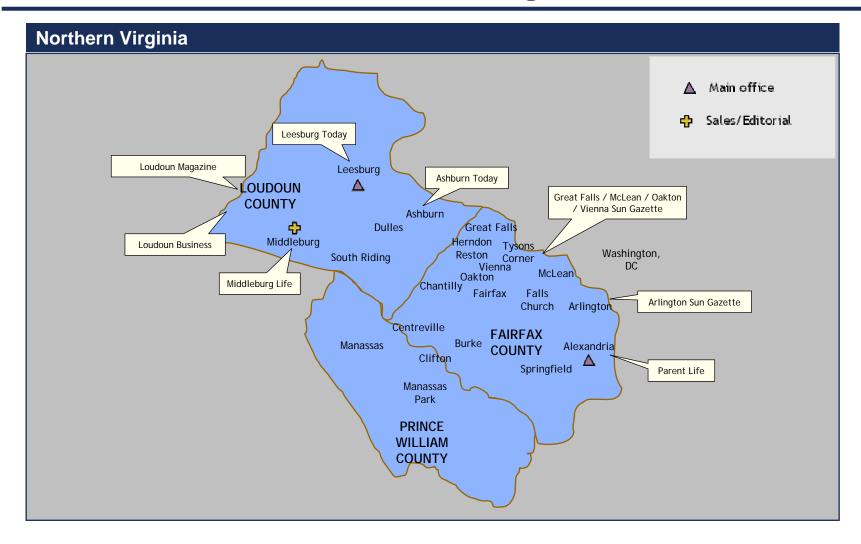


### **Detailed Market Profile - Dallas**



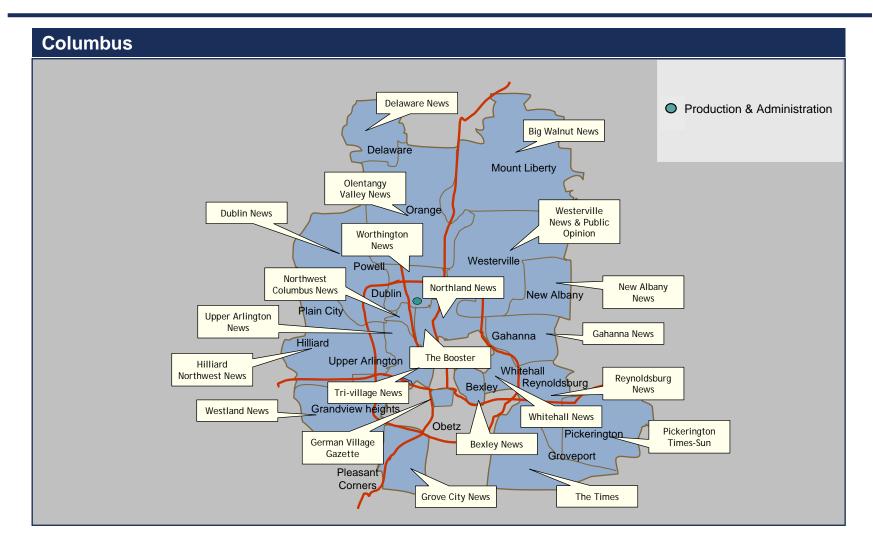


## **Detailed Market Profile – Northern Virginia**





### **Detailed Market Profile - Columbus**





## **ACN's Publications by Region**

#### Minneapolis

- www.mnsun.com
- Apple Valley / Rosemount Sun Current
- Bloomington Sun Current
- Brooklyn Center Sun Post
- Brooklyn Park Sun Post
- Burnsville / Savage Sun Current
- Eagan Sun Current
- · East Minnetonka Sun Sailor
- Eden Prairie Sun Current
- Edina Sun Current
- Excelsior / Shorewood / Chanhassen Sun Sailor
- Blaine / Spring Lake Park Sun Focus
- · Fridley / Columbia Heights Sun Focus
- New Brighton / Mounds View Sun Focus
- Roseville / Falcon Heights Sun Focus
- New Hope / Golden Valley Sun Sailor
- Plymouth East Sun Sailor
- Plymouth West Sun Sailor
- Richfield Sun Current
- Robbinsdale / Crystal Sun Post
- Hopkins Sun Sailor
- Lakeville Sun Current
- South St. Paul / Inver Grove Heights Sun Current
- · St. Louis Park Sun Sailor
- Wayzata / Orono / Long Lake Sun Sailor
- · West Minnetonka / Deephaven Sun Sailor
- West Saint Paul / Mendota Heights Sun Current
- Stillwater Evening Gazette
- The Valley Life
- Champlin / Dayton Sun Press
- Delano Eagle Sun Press
- North Crow River Sun Press
- Osseo / Maple Grove Sun Press
- Rockford Area News Sun Press
- · South Crow River Sun Press
- Stearns-Morrison Enterprise
- Melrose Beacon
- Carver County News
- · Gold Miner

#### Minneapolis (Cont'd)

- Norwood Young America Times
- The Laker
- The Pioneer
- Waconia Patriot
- Monticello Times
- Monticello Shopper

#### **Dallas**

- www.scntx.com
- Plano Star Courier
- Plano Insider
- Allen American
- McKinney Courier-Gazette
- Frisco Enterprise
- Celina Record
- Mesquite News
- Rowlett Lakeshore Times
- Little Elm Journal
- Lewisville Leader
- Flower Mound Leader
- Coppell Gazette
- · The Colony Leader
- · Carrollton Leader
- Southlake Times
- Penny Saver
- North Texas Life
- Stonebridge Life
- All About Frisco
- All About Coppell
- All Albout Coppell
- All About Flower Mound
- Lantana

#### Northern Virginia

- Leesburg Today www.leesburgtoday.com
- Ashburn Today www.ashburntoday.com
- Loudoun Magazine www.loudounmagazine.com
- Loudoun Business www.loudounbusiness.com
- Arlington Sun Gazette www.sungazette.net
- Great Falls / McLean / Oakton / Vienna Sun Gazette
- Middleburg Life www.middleburglife.net
- Parent Life www.nvparentlife.com

#### Columbus

- www.snponline.com
- Bexley News
- Big Walnut News
- The Booster
- The Times
- Delaware News
- Dublin News
- Gahanna News
- German Village Gazette
- Grove City News
- Hilliard Northwest News
- New Albany News
- Northland News
- Northwest Columbus News
- Olentangy Valley News
- Pickerington Times-Sun
- Reynoldsburg News
- Tri-Village News
- Upper Arlington News
- Westerville News & Public Opinion
- Westland News
- Whitehall News
- Worthington News
- Columbus Monthly Magazine www.columbusmonthly.com
- The Other Paper www.theotherpaper.com
- C.E.O. Magazine www.columbusceo.com
- Columbus Bride www.columbusbride.com

Note: Boldface indicates recent acquisitions



### The Courtside/ACN Transaction

- Asset purchase agreement signed January 24, 2007 and closed on July 2, 2007
- ACN acquired certain assets of CM Media, Inc. new ACN Columbus Cluster on April 30, 2007
- Terms of the transaction:
  - Purchase of assets for \$206.8 million, including working capital adjustments
  - ACN management purchased and holds \$1.0 million of stock, approximately 176,000 shares and signed four year employment agreements
  - Senior credit facility of \$125.0 million, with \$13.5 million revolving credit availability after closing
  - Contingent payments
    - A range of \$1 million to \$15 million earnout with 2008 newspaper cash flow ("NCF") ranging from \$19 million to \$21 million
    - \$10 million payable to sellers if stock price is at least \$8.50 for a specified period by July 2009

<ul> <li>Pro forma capitalization:</li> </ul>	As of	f July 2, 2007
Senior Debt	\$	111,500,000
Mezzanine Debt		30,000,000
Preferred Stock		4,219,300
Cash on Hand		(750,000)
Net Debt / Preferred	\$	144,969,300
Outstanding Common Shares		14,620,945
Share Price - September 7, 2007	\$	4.20
Market Capitalization	\$	61,407,969
Enterprise Value	\$	206,377,269



## **2006 Financial Overview Pro Forma for Columbus**

(\$ in thousands)			
	ACN 2006A	Columbus 2006A	2006PF <sup>(1)</sup>
Revenue	\$53,506	\$23,252	\$76,758
% Growth			
Newspaper Cash Flow	\$14,405	\$4,025	\$18,430
Margin	26.9%	17.3%	24.0%
% Growth			
Adjusted EBITDA	\$12,923	\$4,025	\$16,948
Margin	24.2%	17.3%	22.1%
% Growth			31.1%



<sup>(1)</sup> Pro forma for Columbus Cluster acquisition

### **Reconciliations**

### Reconciliation of Net Income to EBITDA - Unaudited (\$000s)

	Six Months Ended				
	July 1, 2007 \$ 2,235		<u>July 2, 2006</u>		
Net income			\$	1,731	
State taxes (non income)	-			45	
Interest expense		3,308		2,461	
Depreciation and amortization	,	1,984		1,682	
EBITDA	\$	7,527	\$	5,919	

### Reconciliation of Net Income to Newspaper Cash Flow - Unaudited (\$000s)

	Six Months Ended				
	July 1, 2007		<u>July</u>	<i>y</i> 2, 2006	
Net income	\$	2,235	\$	1,731	
State taxes (non income)	-			45	
Interest expense	3,308 2,4			2,461	
Depreciation and amortization	1,984		1,682		
Corporate expense		768		760	
Newspaper Cash Flow	\$ 8,295 \$		6,679		

