



CONTACT:
Ann Waters
706-828-4345
ann.waters@morris.com

FOR IMMEDIATE RELEASE
February 22, 2006

HorseCity.com, Same Great Place, Brand New Face!

(Augusta, GA) HorseCity.com hits the Web with a brand new look! Since 1995, HorseCity.com has been a leader in the equine online space delivering content, commerce, and community to Internet users. That leadership continues into 2006 with the launch of our new HorseCity.com Web site redesign!

At first glance, HorseCity.com's new look might appear to be only an aesthetic "facelift," but that is not the case. Not only is the look cleaner there are easy-to-follow navigation and links. Users no longer have to scroll down the page to find their favorite areas of interest. All of the classic areas of interest that HorseCity.com users look for are available: classified advertising, bulletin boards, trail finder, stallion finder, truck and trailer finders, and HorseCity.com television. Additional navigational tools include interactive video and podcasting menu links where users can catch all of their favorite episodes of "Extreme Cowboy Race" and "HorseCity.com TV" through various media outlets.

"HorseCity.com realizes that our users are hungry for informative editorials and the opportunity to interact with equine enthusiasts all over the country," said Ryan Dohrn, HorseCity.com general manager. "Thus, our emphasis continues to remain on our award winning content, focusing on the information our users want. We continue to provide up-to-date stories from all over the equine world, covering all disciplines."

"We did not approach these changes without many months of considerable research and development. Our design teams looked at every aspect of what already makes our site unique and took those aspects to the next level. The launch of our redesign marks the advancement of HorseCity.com and the acknowledgement that the Internet itself is evolving. As these changes continue, HorseCity.com will be able to remain at the forefront of the equine online space."

-#-

HorseCity.com, based in Augusta, Ga., is an award-winning equine portal Web site serving the horse owner, the horse enthusiast and the equine industry. The site operates under the auspices of Morris Digital Works, the online services division of Morris Communications Co., LLC. For more information, visit www.horsecity.com

Morris Communications is a privately held media company with diversified holdings that include newspaper and magazine publishing, outdoor advertising, radio broadcasting, book publishing and distribution, and visitor guide publishing, in addition to online services. For more information, visit www.morris.com.