

Joint Press Release: Exclusive partnership agreement between Hindustan Times and The Washington Post

New Delhi / Washington, DC — 21st Dec, 2009 — Hindustan Times, one of India's leading English language daily newspapers, has entered into an exclusive content partnership with The Washington Post, for India.

This partnership between the two media giants, which will be effective on January 1, 2010, was formally announced by Sanjoy Narayan, Editor-in-Chief, Hindustan Times, and Raju Narisetti, Managing Editor, The Washington Post.

As a part of this partnership, Hindustan Times, well-known for its in-depth and credible domestic coverage, will now be able to offer Post and Newsweek content on an exclusive basis in India as one more way to provide readers the same level of analysis and perspective from the world at large.

Buoyed by the extremely positive feedback following its relaunch in July 2009, Hindustan Times - through The Post partnership - reaffirms its promise of providing more than just breaking news to readers. The Washington Post is a natural choice as a content partner given its strong heritage and reputation for incisive and path-breaking reportage, with its coverage of the Watergate scandal being part of journalistic lore.

Located a few blocks away from the White House, The Washington Post is credited with having one of the finest reporting and analysis teams in the world; with 60 Pulitzer Prizes, the paper's journalistic excellence speaks for itself.

Besides choosing from daily news and feature articles from The Post as well as opinion pieces and book reviews, Hindustan Times will also have access to columns by eminent writers such as Fareed Zakaria, Editor of Newsweek International, Robert Samuelson, famous business and financial columnist and Contributor News Editor, Newsweek, and David Ignatius, former editor of the International Herald Tribune and Post columnist.

With an already strong line-up of prominent columnists such as Vir Sanghvi, R.K. Pachauri, Rajdeep Sardesai and Ramachandra Guha, Hindustan Times will now take its readers one notch higher on the 'thinking curve'.

Hindustan Times readers will also have access to reporting from Washington Post bureaus around the world including Beijing, Islamabad, Kabul, Baghdad, Johannesburg, London, Moscow, Nairobi, Teheran, Tokyo, Mexico City, Paris, and Jerusalem, as well as New Delhi.

Content from The Post, which will be selected by Hindustan Times editors, will appear under Post-branded space in Hindustan Times. Additional terms of the long-term agreement aren't being disclosed.

This is HT Media's second major collaboration with an international media brand. Its business paper, Mint, which is now the country's second-largest read business daily, has a very successful collaboration since its inception in 2007 February, with News Corp.'s The Wall Street Journal.

Commenting on the agreement, The Post Managing Editor Raju Narisetti said, "The Washington Post is pleased that Hindustan Times, with its large audience base, has chosen to provide its readers in India content from the Post and Newsweek on an exclusive basis for English language newspapers. India's growing role on a global stage makes readers in India a natural audience for the Post."

Echoing this sentiment, Sanjoy Narayan said, "This partnership between The Washington Post and Hindustan Times is actually a meeting of minds and a joining of forces that arm Hindustan Times readers to take on the world around them every day."

About the HT Media group (www.htmedia.in)

The HT Media group is one of India's most respected media conglomerates and home to some of India's leading newspapers, the English Daily - Hindustan Times, the Hindi Daily – Hindustan and the Business Paper – Mint. The combined print and online reach of HT Media group now exceeds 35 million. HT Media Ltd is a diversified media company that is listed on the BSE and NSE, and employs more than 4000 employees in 20 locations, HT Media group's business interests span over several media platforms including the Fever 104 FM radio network and – through Firefly eVentures Ltd. – the internet job portal, Shine.com and the social networking site, Desimartini.com. HT Media group has also recently entered into joint ventures with Velti Plc, and Burda Druck GmbH to expand respectively into the domains of Mobile Marketing and Commercial Printing for global markets.

About The Washington Post (www.washpostco.com)

The Washington Post provides award-winning news and understanding about the politics, policies, personalities and institutions that make Washington, D.C. the world's seat of power, and is a critical tool and information source for those who call Washington, D.C. home. In digital form, The Washington Post combines its world-class journalism with the latest technology and tools, and encourages participation and customization across all platforms so readers can engage with The Washington Post anytime, anywhere. The Washington Post is owned by The Washington Post Company (NYSE: WPO), a diversified education and media company.