

JOURNAL COMMUNICATIONS, INC.
333 WEST STATE STREET
MILWAUKEE, WI 53201-0661

VOTE BY INTERNET - www.proxyvote.com

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time the day before the meeting date. Have your proxy card in hand when you access the web site and follow the instructions to obtain your records and to create an electronic voting instruction form.

ELECTRONIC DELIVERY OF SHAREHOLDER COMMUNICATIONS

If you would like to reduce the costs incurred by Journal Communications, Inc. in mailing proxy materials, you can consent to receiving all future proxy statements, proxy cards and annual reports electronically via e-mail or the Internet. To sign up for electronic delivery, please follow the instructions above to vote using the Internet and, when prompted, indicate that you agree to receive or access proxy materials electronically in future years.

VOTE BY PHONE - 1-800-690-6903

Use any touch-tone telephone to transmit your voting instructions up until 11:59 P.M. Eastern Time the day before the meeting date. Have your proxy card in hand when you call and then follow the instructions.

VOTE BY MAIL

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Journal Communications, Inc., c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

PROXIES SUBMITTED BY TELEPHONE OR VIA THE INTERNET MUST BE RECEIVED BY 11:59 P.M., EASTERN TIME, ON APRIL 29, 2009, THE DAY BEFORE THE MEETING.

IF YOU VOTE BY TELEPHONE OR THE INTERNET, PLEASE DO NOT MAIL BACK THIS PROXY CARD.

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

JNLCO1

KEEP THIS PORTION FOR YOUR RECORDS

THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.

DETACH AND RETURN THIS PORTION ONLY

JOURNAL COMMUNICATIONS, INC.

The Board of Directors recommends a vote FOR each of the nominees listed in proposal 1 and FOR proposal 2.

For All	Withhold All	For All Except
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To withhold authority to vote for any individual nominee(s), mark "For All Except" and write the number(s) of the nominee(s) on the line below.

1. Election of Directors

Nominees:

- 01) David J. Drury
- 02) Jonathan Newcomb
- 03) Roger D. Peirce

For Against Abstain

2. Ratification of the appointment of Pricewaterhouse Coopers LLP as our independent registered public accounting firm for the fiscal year ending December 27, 2009.

In their best judgment, the Proxies are authorized to vote upon such other business as may properly come before the meeting.

This Proxy when properly executed will be voted in the manner directed herein. If no direction is given, this Proxy will be voted FOR each of the Board of Directors' nominees listed in proposal 1 and FOR proposal 2.

For address changes and/or comments, please check this box and write them on the back where indicated.

Please indicate if you plan to attend this meeting.
Yes No

Signature [PLEASE SIGN WITHIN BOX] Date

Signature (Joint Owners) Date

**JOURNAL COMMUNICATIONS, INC.
2009 ANNUAL MEETING OF SHAREHOLDERS
April 30, 2009, 9:00 A.M. CENTRAL TIME**

**JOURNAL SENTINEL BURNHAM PRODUCTION FACILITY
4104 WEST BURNHAM AVENUE
MILWAUKEE, WI**

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:
The Notice and Proxy Statement and Annual Report are available at www.proxyvote.com.

JNLCO2

JOURNAL COMMUNICATIONS, INC.

2009 ANNUAL MEETING OF SHAREHOLDERS

This proxy is solicited on behalf of Journal Communications, Inc.'s Board of Directors.

The undersigned appoints Steven J. Smith and Douglas G. Kiel, and each of them, each with full power to act without the other, and each with full power of substitution, as Proxies to vote all of the shares of class A common stock, class B common stock and/or class C common stock of Journal Communications, Inc. held of record by the undersigned as of the close of business on February 26, 2009 at the 2009 Annual Meeting of Shareholders, to be held on April 30, 2009, or any adjournment or postponement thereof. The undersigned also acknowledges receipt of the 2008 Annual Report to Shareholders, the Notice of the Annual Meeting and the Proxy Statement. The undersigned hereby revokes any other proxy executed previously for the 2009 Annual Meeting of Shareholders.

This Proxy, when properly executed, will be voted in the manner the undersigned shareholder directs on the reverse side of this card. If you sign and return this Proxy but do not specify otherwise, this Proxy will be voted **FOR each of the nominees listed in Proposal 1** and **FOR Proposal 2** listed on the reverse side of this card. Therefore, to direct a vote **FOR each of the nominees listed in Proposal 1** and **FOR Proposal 2**, you need not mark any box. Simply sign, date and return this Proxy.

If this Proxy is not returned, or if you do not vote via the telephone or the Internet, then the shares of Journal Communications, Inc. common stock you own will not be voted.

Please be sure to sign on the reverse side of this card exactly as your name appears next to the signature line.

Shares of class A common stock are entitled to one vote per share, shares of class B common stock are entitled to ten votes per share, and shares of class C common stock are entitled to two votes per share on each matter submitted to shareholders at the Annual Meeting.

Address Changes/Comments: _____

(If you noted any Address Changes/Comments above, please mark corresponding box on the reverse side.)

PLEASE REFER TO THE REVERSE SIDE TO VOTE AND FOR VOTING INSTRUCTIONS.