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## Tribune Company Subsidiary Selects Lewisville

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CHICAGO, Aug. 16 /PRNewswire/ -- Tribune Company announced today that its new subsidiary, Blue Lynx Media LLC, has opened a shared service center in Lewisville, TX, where it is expected to provide jobs for as many as 200 new employees.

Blue Lynx Media will provide solutions for the parent company's back-office operations. Its goal is to standardize and centralize certain administrative functions in order to minimize transactional inefficiencies and establish a strategic advantage in data analysis. Blue Lynx Media will initially focus on financial responsibilities and systems administration.

"Centralizing financial transactional processing in a low-cost manner is key to Tribune gaining efficiencies," said Nick Cory, president of Blue Lynx Media. "In addition, the establishment of a shared service center allows us to reallocate some of our finance resources, enabling us to compete on analytics." The company estimates that implementation of the shared service center, utilizing simplified, standardized processes, will save Tribune tens of millions annually. Taking a fresh look at end-to-end processes is a key component of that effort.

Blue Lynx Media will evaluate operations continuously as it looks for efficiencies. The transition of all financial transactions to the Lewisville-based center will take place over the course of the next 18 months. Tribune selected ConVergence Office Campus in Lewisville because of its value and location. The City of Lewisville provided personal property and workforce development incentives to facilitate the deal.

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