

GANNETT

THE MEDIA AND ENTERTAINMENT ANALYSTS OF NEW YORK MEETING JUNE 21, 2012

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Forward-looking Statements

Certain statements in this presentation may be forward looking in nature or “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this presentation are subject to a number of risks, trends and uncertainties that could cause actual performance to differ materially from these forward-looking statements. A number of those risks, trends and uncertainties are discussed in the company’s SEC reports, including the company’s annual report on Form 10-K and quarterly reports on Form 10-Q. Any forward-looking statements in this presentation should be evaluated in light of these important risk factors.

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Returning This Great Company to Growth



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OUR HOMETOWN ADVANTAGE

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OUR BRAND ADVANTAGE

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NATIONAL



LOCAL



MARKETING SERVICES



OUR FINANCIAL ADVANTAGE

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DIVIDEND INCREASE

150% increase to
\$.80 per share
per year





ACCELERATED REPURCHASE

\$300 million share
repurchase during the
next 2 years

Blueprint for Growth

ENHANCING THE CORE

Blueprint for Growth

ENHANCING THE CORE

BUILDING NEW BUSINESSES

Blueprint for Growth

ENHANCING THE CORE

BUILDING NEW BUSINESSES

OPTIMIZING ASSETS

CONTENT SUBSCRIPTION MODEL

“...newspapers that intensely cover their communities will have a good future...”

Warren Buffett

“The original instinct of newspapers ... was to offer free in digital form what they were charging for in print. This is an unsustainable model ... [There is a] blend of digital and print that will attract both the audience and the revenue we need.”

Warren Buffett

power plants says it plans to raise money with
Bee's latest
By JOSEPH M...
Twitter
The Des Moines Register
Tuesday and early Wednesday to...



SUNDAY \$10 THURS-SUN \$14 MON-SUN \$23

HOME DELIVERY PACKAGES

Prices include all digital access



ALL DIGITAL ACCESS \$10

Digital access package with no home delivery

GANNETT model — focus on content

The Des Moines Register

24/7 TECH BLURS

100s of Iowa
Methodists

SUNDAY \$10 THURS-SUN \$14 MON-SUN \$23

HOME DELIVERY PACKAGES

Prices include all digital access

ALL DIGITAL ACCESS \$10

Digital access package with no home delivery

GANNETT model — focus on content

- Simple subscription model
- All-inclusive content packages
- Maximize user experience
- No print-only option
- 25% increase in subscription revenue by the end of 2013
- \$100 million in incremental earnings in 2013



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U.S. Community Publishing



SUNDAY \$10 THURS-SUN \$14 MON-SUN \$23

HOME DELIVERY PACKAGES
Prices include all digital access



ALL DIGITAL ACCESS \$10
Digital access package with no home delivery

GANNETT model — focus on content

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U.S. Community Publishing

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DIFFERENTIATED OFFERING

Buy It!
Coupons
& Deals

Social Media
Marketing

DMS

SEM, SEO, Websites, Email

Recent Posts by Others on John C. Flood See All

- Harriet Latta**
Your phone number listed in the About/Info section o...
1 - Monday at 4:15pm
- Reba Mick**
I live in an older rental home in Falls Church. I REALLY...
June 2 at 7:36am
- Tina Hippeard Ingerski**
Can all homes water pressure be adjusted? Or are so...



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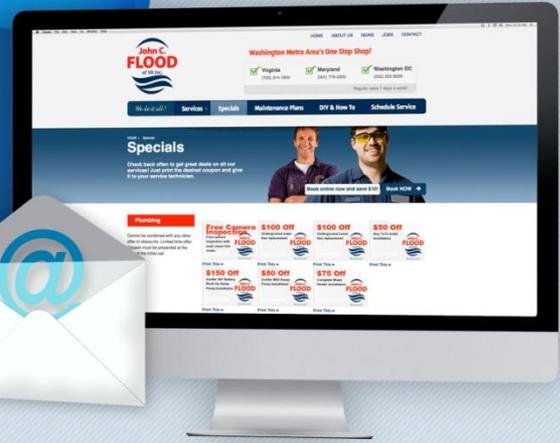
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Ask The Experts! The Flood team is happy to provide you, our ...

Schedule Service
Schedule Service. If you have an emergency, please call the ...

Specials
Specials. Check back often to get great deals on all our services.

DIY & How To
Specials · Maintenance Plans · DIY & How To · Schedule Service ...

Plumbing
Offering Plumbing
Service to Arlington



DEAL CHICKEN





ShopLocal
A GANNETT COMPANY

DIFFERENTIATED OFFERING

Buy It!
Coupons
& Deals

Social Media
Marketing

DMS

SEM, SEO,
Websites, Email

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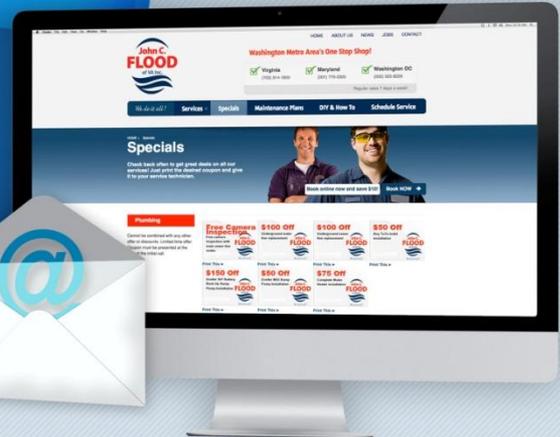
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Ask The Experts! The Flood team is happy to provide you, our ...

Schedule Service
Schedule Service. If you have an emergency, please call the ...

Specials
Specials. Check back often to get great deals on all our services.

DIY & How To
Specials · Maintenance Plans · DIY & How To · Schedule Service ...

Plumbing
Offering Plumbing
Service to Arlington



GANNETT | DIGITAL MARKETING SERVICES

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DIGITAL MARKETING SERVICES

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CAREERBUILDER

Strong Year-to-Date Results



USA TODAY SPORTS MEDIA GROUP

Ranked 4th most visited
digital sports websites



USA TODAY SPORTS MEDIA GROUP

Key partnerships
and acquisitions –
Quickish, June 2012



QUICKISH

HIGHSCHOOLSPORTS.NET

Re-launching next
week



STRONG STARTING POINT



USA TODAY

Celebrating 30 years in September 2012





&



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USA TODAY

Celebrating 30 years in September 2012



USA TODAY SPORTS

Using multiple platforms
to attract bigger and
better talent





&



GANNETT

Digital

DIGITAL REDESIGN

100+ sites for desktop,
mobile and tablets



VIDEO PRODUCTION CENTER



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Cost Transformation and Asset Optimization

Getting everything we can
out of every asset we have.

GANNETT PUBLISHING SERVICES

Distribution Agreement



GANNETT PUBLISHING SERVICES

Entering into an agreement to reduce costs for 3rd party printing by over \$60 million over 5 years



REAL ESTATE PORTFOLIO

Optimizing our properties



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2ND QUARTER PROJECTED RESULTS

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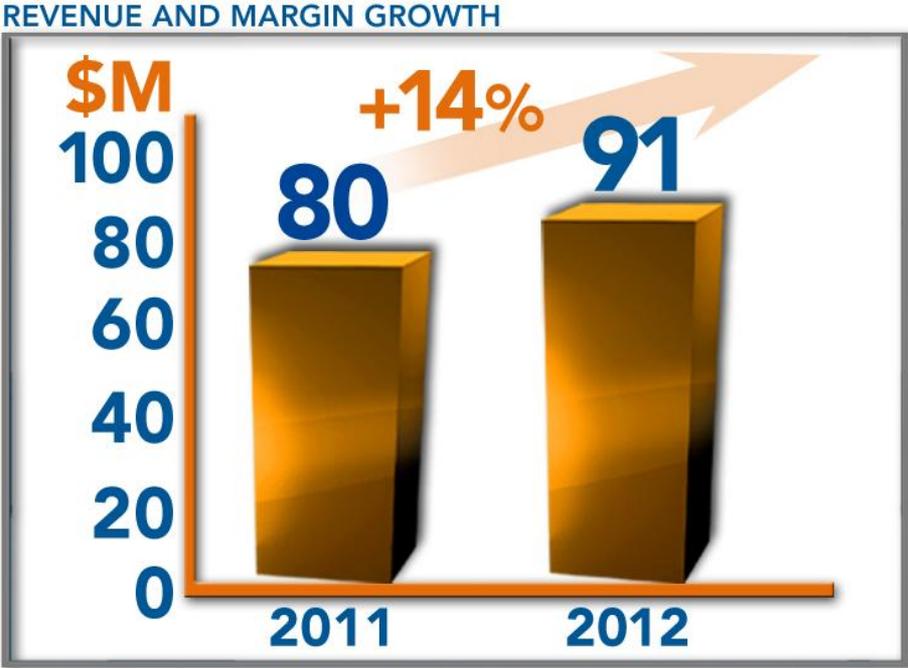
Broadcasting

2ND QUARTER PROJECTED RESULTS

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Retransmission Revenues

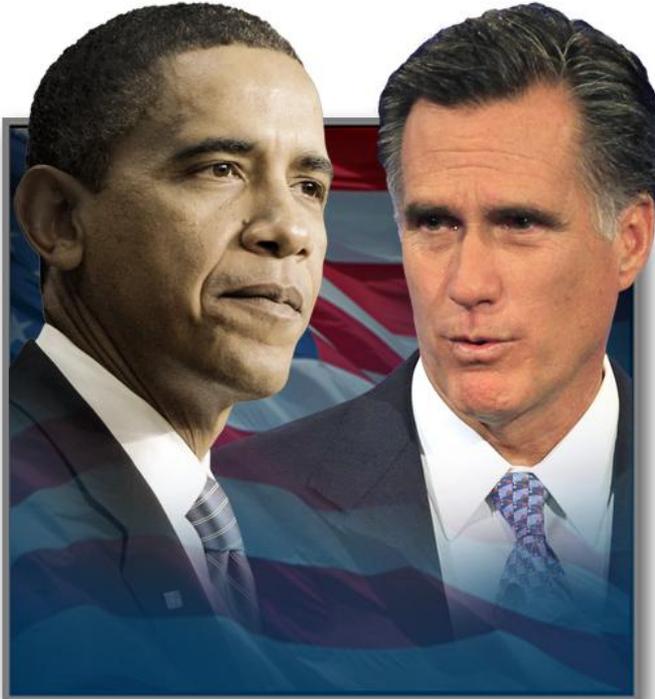


2012 Advertising Revenue Drivers



**GROWTH
in Auto**

2012 Advertising Revenue Drivers



NOVEMBER ELECTIONS

2012 Advertising Revenue Drivers



SUMMER OLYMPICS



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Broadcasting

TRANSFORMED SALES PROCESS





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Broadcasting

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A Trusted Media Company.

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