

TEGNA

TEGNA Launches Commerce Brand DEALBOSS

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MCLEAN, Va.--(BUSINESS WIRE)--Jun. 28, 2018-- TEGNA Inc. (NYSE: TGNA) today announced the launch of DEALBOSS, a new commerce franchise now available across its local stations' digital and social platforms and on-air in select markets. DEALBOSS empowers audiences to be smart, savvy shoppers by providing discounts, information and reviews from major online stores and many smaller, independent retailers that will be new to consumers.

DEALBOSS is also the only place where consumers can find early Amazon Prime prices and is now featuring exclusive, daily Amazon Prime Day deals through July 27, 2018.

Award-winning consumer reporter and digital deal hunter Matt Granite leads the DEALBOSS coverage across TV and digital. Granite is well known to TEGNA stations' audiences in 15 local markets where he has reported on deals since 2011.

"For years, we've provided researched recommendations through local TEGNA stations' trusted consumer reporting," said Adam Ostrow, chief digital officer, TEGNA. "Now, we're expanding our efforts to help our audiences save time and money through a new, cross-platform brand that will provide the best deals and recommendations 24x7."

Deals are available daily by visiting TEGNA stations' websites, through the DEALBOSS newsletter and at www.Facebook.com/DEALBOSS. A Facebook LIVE event, previewing Amazon Prime Day, July 16-18, and featuring Matt Granite, is scheduled for July 2, at 9:00 p.m. ET.

About TEGNA

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. With 47 television stations and two radio stations in 39 markets, TEGNA delivers relevant content and information to consumers across platforms. It is the largest owner of top 4 affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. Each month, TEGNA reaches 50 million adults on-air and approximately 30 million across its digital platforms. TEGNA has been consistently honored with the industry's top awards, including Edward R. Murrow, George Polk, Alfred I. DuPont and Emmy Awards. TEGNA delivers results for advertisers through unparalleled and innovative solutions including OTT local advertising network [Premion](#), centralized marketing resource Hatch, and [G/O Digital](#), a one-stop shop for local businesses to connect with consumers through digital marketing. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. For more information, visit www.TEGNA.com.

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