UBS 39th Annual Global Media and Communications Conference

USA TODAY Sports Media Group
LEVERAGING THE STRENGTH OF OUR NATIONAL AND LOCAL REACH

Professional leagues
MLB markets - 24 of 30
NFL markets - 27 of 32
NBA markets - 24 of 29

Collegiate markets
SEC markets - 12 of 12
Big 10 markets - 10 of 12

Major annual events
Kentucky Derby - Louisville Courier Journal
Indy 500 - Indianapolis Star
Two of next four NCAA Final 4s
Next Super Bowl
Next MLB All-Star Game

Sunday Circulation Successes

• 21 USCP Newspapers Posted Total Sunday Gains
• Total USCP Sunday Volume Finished Virtually Flat From Last Year

SALES EFFORTS

Reddell Honda

Get a free oil change.
Reddell Honda

“The creative was visually stimulating and really made us stand out from what the other guys were running... Their pitch was specific and I knew what I would be getting. They delivered exactly what they promised. Customers are bringing in coupons and taking test drives. Clearly, the recommendations they provided are driving the results I needed.”
- Alvin Reddell

Digital Portfolio & Integrated Offerings

Quintupled the pace of retail banner revenue growth

“Three years ago we had a large number of new, repeat customers with DealChicken... people are coming back even after the deal. My customer base grew by 50 percent. The exposure we received through accentrul.com, Channel 12 and the Arizona Republic was great.”
- Brad Pore, owner of Hobe Meats

DealChicken.com
hatching deals daily

GANNETT Publishing Services

Cost Savings
Standardized best practices
Elimination of redundancies

Revenue Gains
Sale of pre-media services
Commercial printing
Third-party product delivery
Customer services capabilities

GANNETT Publishing Services

Impact
2012 ... ~$40 million
2013 ... ~$65 million

CONTENT MONETIZATION
BROADCAST

Strength of Local Brands (continued)

- Local stations are creating local content that makes a difference
- 5 National Edward R. Murrow Awards
- Expansion of local news programming
- Return of major 2012 events will expand our customer base

Strength of Local Brands

- Strong growth in digital metrics
- Doubling our video plays and mobile views
- Social media - positive development
- TV drives largest engagement numbers on Facebook and Twitter

TV Category Trends & 2012 Revenue Drivers

- Automotive Spending
- Political Advertising
- Summer Olympics
- Super Bowl on NBC stations
- Enterprise/Business Development

Retransmission Consent Developments

- Up 15% to $50 million in 2012
- All-cash deals that flow 100% to bottom line
- Network affiliation agreements go out to 2014, 2015 and 2017
- A lot of upside as the market place aligns subscriber fees with viewership

DIGITAL

U.S. JOB CREATION IMPROVING
Product Development

- 100+ new sites for desktop, mobile and tablet over next 12-24 months

USA TODAY – Leader in Mobile

1 MILLION+
Average monthly UVs
2.5 MILLION DOWNLOADS
102 PAGEVIEWS
Per visitors/month

*BEST FREE NEWS APP* RUNNER-UP 2014 APP OF THE YEAR

Streamlining Operations

- Ad Operations and Sales processes (ad server, order management, CRM)
- Editorial & Publishing
- Asset Management
- Video Production Center

Balanced Ad Strategy

- Higher Impact Ads
- Productized Offerings
- Business Development
- Leverage PointRoll

New Product Development

Digital Partnerships

GANNETT
It’s all within reach.
Gannett Co., Inc.
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 those 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.

Gannett is not responsible for updating or revising any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. This presentation also contains a discussion of certain non-GAAP financial measures that Gannett presents in order to allow investors and analysts to measure, analyze and compare its financial condition and results of operations in a meaningful and consistent manner. A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures can be found in Gannett’s publicly available reports filed with the SEC, all of which are available through the investor relations portion of our website.

OUTLOOK
FOURTH QUARTER
2011

Gannett Co., Inc. Revenue
Fourth Quarter-to-date 2011
% Variance to Last Year

<table>
<thead>
<tr>
<th>Source</th>
<th>% Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing Revenue</td>
<td>(6)</td>
</tr>
<tr>
<td>Digital Revenue</td>
<td>10</td>
</tr>
<tr>
<td>Broadcasting Revenue</td>
<td>(19)</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>(6)</td>
</tr>
</tbody>
</table>

Revenue

2011E
$5.2 billion

Operating Cash Flow

2011E
$1.1 billion

Long-Term Debt

<table>
<thead>
<tr>
<th>Year</th>
<th>(millions)</th>
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</thead>
<tbody>
<tr>
<td>2007</td>
<td>$4,098</td>
</tr>
<tr>
<td>2008</td>
<td>$3,817</td>
</tr>
<tr>
<td>2009</td>
<td>$3,062</td>
</tr>
<tr>
<td>2010</td>
<td>$2,352</td>
</tr>
<tr>
<td>2011E</td>
<td>$1,750-$1,800</td>
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</table>

Debt Maturities*

<table>
<thead>
<tr>
<th>Year</th>
<th>(millions)</th>
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<tbody>
<tr>
<td>2012</td>
<td>$307</td>
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<tr>
<td>2013</td>
<td>$248</td>
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<tr>
<td>2014</td>
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<td>2015</td>
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<td>2017</td>
<td>$247</td>
</tr>
<tr>
<td>2018</td>
<td>$247</td>
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</tbody>
</table>

*reflects borrowing under revolving credit facility

Other Expenses

**Publishing**
- Headcount down low single digits (due primarily to prior year actions)
- Other costs down low to mid single digits

**Broadcasting**
- Total costs up mid single digits

**Digital**
- Headcount up mid single digits
- Costs up high single digits to low teens (including one-time infrastructure investments)
Other Assumptions

Enhancing Returns on Assets

- Focusing on cost efficiencies
- Maximizing asset utilization
- Introducing new products and services
- Improving financial position

GANNETT
It’s all within reach.

Free Cash Flow

![Free Cash Flow Chart]

In Millions

- 2008: $600
- 2009: $700
- 2010: $650
- 2011E: $700