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Gannett Launches DealChicken in Local Markets, More than 50 by Year's End

July 26, 2011

DealChicken Offers Specially Selected Deals for Local Consumers and Enhanced Marketing Power for Merchants
Local Market Rollouts Model Successful Pilot in Phoenix

MCLEAN, Va., Jul 26, 2011 (BUSINESS WIRE) -- Gannett Co., Inc. (NYSE: GCI) announced today the national launch of DealChicken, a new and unique daily deals business, which will be available in more than 50 markets across the U.S. by the end of 2011. DealChicken is now available in ten markets including Cincinnati, OH; Detroit, MI; Indianapolis, IN; Knoxville, TN; Nashville, TN; Phoenix, AZ; Reno, NV; Rochester, NY; St. Louis, MO; Washington, DC.

"DealChicken builds on Gannett's unparalleled local market presence and digital strength," said David Payne, senior vice president and chief digital officer. "Gannett's local focus and expertise will provide a winning recipe for consumers and merchants alike. Our people on the ground know the markets, the communities, and their respective needs, and only Gannett can provide merchants with the local media support necessary to create a multi-dimensional marketing strategy that includes daily deals."

After successfully launching a pilot in Phoenix, AZ, last September, DealChicken has consistently demonstrated its ability to create and extend brand awareness for local area merchants, as well as deliver a loyal following of repeat customers.

"I've seen a large number of new, repeat customers with DealChicken, and I know people are coming back even after the deal. My customer base grew by 50 percent," said Bret Pont, owner of Hobe Meats, a Phoenix, AZ-based butcher. "The exposure we received through azcentral.com, Channel 12 and the Arizona Republic was great for business as well."

"The daily deals space is getting crowded. But the industry is fast evolving and there are many opportunities out there, especially in local markets where these deals are developing into a new category of local advertising," says Peter Krasilovsky, vice president at BIA/Kelsey. "Gannett has a strong brand and knowledge of its local markets. It is well positioned to compete in this space."

Consumers who are interested in receiving DealChicken.com deals and local merchants who want to partner with DealChicken should visit dealchicken.com for more information. Merchants determine how many people must agree to purchase the deal in order for it to "hatch." Revenue is shared between the merchant and DealChicken.

About DealChicken

DealChicken is a unique, digital daily deals offering from Gannett that will provide consumers with great local deals and offers from local merchants in more than 50 markets across the U.S. by the end of the year. Gannett's powerful network of broadcast, digital, mobile and publishing properties offers local merchants enhanced marketing power to reach consumers and build long-term relationships. Deal sales and selection are done locally and are geared specifically toward the interests of local area residents.

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About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people - and the companies who want to reach them - with their interests and communities. For more information, visit http://www.gannett.com.

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