



## **Gannett Broadcasting and Yahoo! to Expand Local Advertising Partnership to 19 Broadcasting Markets**

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### **Local advertisers benefit from expanded digital reach and audience-targeting capabilities**

MCLEAN, Va. & SUNNYVALE, Calif., Aug 31, 2011 (BUSINESS WIRE) --

Gannett Co., Inc. (NYSE: GCI) and Yahoo! (NASDAQ: YHOO), the premier digital media company, today announced they will expand their local advertising partnership to all 19 broadcasting division markets by February 2012. The partnership brings together Gannett's powerful local media organization brands, sales solutions, and digital platforms with Yahoo!'s market leading reach and display advertising leadership.

"We're focused on delivering strong results for our customers through unique marketing ideas and solutions," said Dave Lougee, president of Gannett Broadcasting. "Gannett's local advertising partnership with Yahoo! provides dynamic targeting based on geography, demographics, behaviors and interests, which enhances our ability to drive those results. Based on the success we have had to date in nine of our markets, we are expanding the Gannett Broadcasting and Yahoo! partnership to all 19 of our markets by early next year."

Gannett's broadcast media properties deliver a suite of multimedia solutions for customers through their trusted brands and deep understanding of the local markets they serve.

In addition to nine of Gannett's Broadcasting Division markets, all 81 of Gannett's local publishing organizations offer Yahoo! advertising as part of their integrated marketing services. Gannett's local media organizations typically reach 80% or more of the total digital audience in each of the markets that offer the Yahoo! advertising partnership.

Yahoo! offers all the elements needed for great advertising today: the science to understand and target an audience, the art to create lasting engagement with consumers through context, and the scale to reach the right person in the right setting in meaningful numbers.

"Yahoo! is committed to making sure local businesses reach high-quality target audiences," said Lem Lloyd, Yahoo!'s vice president of North America channel sales. "By expanding our relationship with Gannett, we're reinforcing our commitment to extend Yahoo!'s local offering, providing advertisers access to the technology and scale they need to effectively reach these audiences."

#### **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 [www.gannett.com](http://www.gannett.com).

#### **About Yahoo!**

Yahoo! (NASDAQ: YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.com](http://pressroom.yahoo.com)) or the company's blog, Yodel Anecdotal ([yodel.yahoo.com](http://yodel.yahoo.com)). Yahoo! is the trademark and/or registered trademark of Yahoo! Inc.

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