



National Breast Cancer Foundation Launches Multi-Media Marketing Campaign for Early Detection, Leveraging Gannett's Extensive Portfolio of Digital, Broadcast and Print Products

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Gannett Will Light Corporate Headquarters Pink throughout October, Breast Cancer Awareness Month

MCLEAN, Va., Sep 28, 2011 (BUSINESS WIRE) --

Gannett Co., Inc. (NYSE: GCI) announced today the launch of an integrated, cross-platform marketing campaign for the National Breast Cancer Foundation, Inc. (NBCF) that will run throughout October, National Breast Cancer Awareness Month. NBCF's campaign is designed to raise awareness for the early detection of breast cancer and promote Beyond the Shock (R), a comprehensive online guide to understanding breast cancer.

The campaign engages a wide range of key audiences across Gannett's extensive multi-media network - from its local broadcast stations and websites to national brands such as USA TODAY, as well as digital sites, including USA TODAY.com and Nurse.com. USA TODAY's mobile and iPad apps will also promote the campaign.

"NBCF highly values our partnership with Gannett. For three years, they have strategically worked with us across the gamut of their media channels to deliver our message of the importance of early detection," said NBCF Founder and CEO Janelle Hail. "Every charity needs advocates in the media to help get their message out to the public, and we couldn't be prouder that they are our advocate and partner."

"NBCF's tireless work to increase awareness about the importance of early detection of breast cancer is so important to so many," said Gracia Martore, Gannett's president and chief operating officer. "This is the third year we are working with NBCF to deliver a month-long, cross-channel advertising campaign to help share their life-saving message of prevention with people across the United States, leveraging the strength of our broadcast, digital, mobile and publishing assets."

The NBCF's Early Detection awareness campaign includes the following components:

- Digital home page ads on USATODAY.com;
- Ad placements adjacent to USA TODAY's new health vertical, "Your Life;"
- Targeted messaging on USA TODAY's mobile and iPad applications;
- Integration of NBCF message within Gannett's new Cutting Edge television series, airing and re-running in all Gannett markets, as well as in Hearst and CBS markets. The series airs in 58% of the country in key markets such as New York, Los Angeles, Chicago, Philadelphia and Dallas-Fort Worth;
- A continuing education opportunity for registered nurses, featuring a series of training webinars for nurses promoted via Gannett Healthcare Group's platforms, including Nurse.com, Nursing Spectrum and NurseWeek, as well as CE Direct, the premier online solution from Gannett Education.

In addition, Gannett will join NBCF and nationwide breast cancer awareness efforts by turning the tower lights of its corporate headquarters in McLean, VA pink every night during October. The effort will signify hope and generate awareness for those affected by the disease as the search for a cure continues.

The mission of NBCF, a charitable non-profit based in Frisco, Texas, is to save lives through education and by providing mammograms to those in need.

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.

About the National Breast Cancer Foundation

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. NBCF provides women help for today and hope for tomorrow through its National Mammography Program, Beyond The Shock(R), Early Detection Plan(R), MyNBCF online social community, and breast cancer research programs.

SOURCE: Gannett Co., Inc.

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