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The Enquirer to launch a new, innovative newspaper format in 2012

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MCLEAN, Va.--(BUSINESS WIRE)--Dec. 19, 2011-- Gannett Co., Inc. (NYSE: GCI) reached an agreement with The Columbus Dispatch to print The Cincinnati Enquirer and The Kentucky Enquirer in a new, easy-to-use format beginning the fourth quarter of 2012.

"Our readers will find format and graphic changes, including fuller use of color and photographs, a more compact and easy-to-handle size, bolder section fronts and inside pages that are easier to navigate. Content will provide more in-depth coverage of topics that our readers are passionate about and provide information that can't be found anywhere else," said Margaret Buchanan, president and publisher of The Cincinnati Enquirer. "We are able to enhance efficiency while at the same time provide consumers with the bold new product they prefer. For local businesses who advertise in The Enquirer, it's a reinvented print medium designed for more impact."

The Columbus Dispatch will be the first newspaper in the world to print in this new format. The format provides such advantages as the ability to print multiple sections, allowing readers to gravitate to their areas of interest easily and quickly; added color flexibility for advertisers; and an enhanced reader experience. Dimensions of the newly formatted Enquirer will be 10 ½ inches by 14 2/3 inches – and current content in The Enquirer will remain in the redesigned newspaper. As part of this initiative, The Enquirer's production facility will close fourth quarter, 2012, as printing transitions to Columbus.

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.

Source: Gannett Co., Inc.

Gannett Co., Inc.

For media inquiries, contact:

Laura Dalton

Director, Corporate Communications

703-854-6089

ljdalton@gannett.com

or

For investor inquiries, contact:

Jeffrey Heinz

Director, Investor Relations

703-854-6917

jheinz@gannett.com