



Gannett Names Mary Murcko President of Sales

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MCLEAN, Va., Feb. 27, 2012 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) announced today Mary Murcko was named president of Sales. She will be responsible for growing national advertising revenue across Gannett's publishing and digital businesses. Specifically, Murcko will oversee sales for USA TODAY, Gannett Digital and U.S. Community Publishing's national efforts. She will report to Maryam Banikarim, Gannett's senior vice president and chief marketing officer, and will be based in New York City.

Most recently Murcko was executive vice president and group publisher of Rodale, Inc., leading print and digital advertising sales and integrated marketing efforts, with responsibility across all Rodale magazines and their digital properties, including Men's Health, Women's Health, Prevention and Runner's World.

"Mary is a seasoned executive and an effective and thoughtful strategic leader. She has great instincts for identifying new opportunities and expanding revenues across all media platforms -- from digital to mobile to print. She's known for consistently delivering results by understanding and meeting marketers' needs. We are thrilled to have her join the team," said Banikarim.

"I am excited to be working with Gannett's national sales teams to fully monetize the company's trusted, relevant and engaging content across all platforms," said Murcko. "Gannett is focused on helping clients grow their businesses. I believe that by providing clients with effective solutions that engage our audiences and leverage Gannett's national to local reach, we will more effectively and efficiently help clients achieve their goals."

Prior to serving as executive vice president and group publisher of Rodale, Inc., Murcko achieved success increasing advertising revenue and brand awareness at Rodale brands Prevention, Organic Gardening, Women's Health, and Best Life from 2004-2010. Under her watch as senior vice president and publisher of Prevention, the magazine grew 12 percent in advertising pages. Organic Gardening was named to the 2010 Adweek "10 Under 60 Hot List," which recognizes magazines with a strong track record of growing their business.

While Murcko was at the helm of Women's Health, the brand was one of the fastest growing in the industry. In 2008, the magazine was No. 2 on Advertising Age's "A-List" and No. 1 on Adweek's annual "10 Under 50 Hot List." In that same year, Media Industry Newsletter named her a "Sales Team Leader of the Year." She was also named one of Advertising Age's "Women to Watch" in June 2009. Previously, as the launch publisher of Best Life, Murcko opened the door for Rodale into the luxury market.

Before joining Rodale Inc., Murcko gained recognition within the women's category as associate publisher of W and publisher of Elegant Bride, which she launched at Fairchild Publications. Previously, she spent seven years as general manager/group publisher for Hachette Filipacchi Post in Bangkok, Thailand, where she launched Elle and Elle Decor into the Thai market. She also worked in ad sales for New York and Self magazines.

Murcko is a graduate of Purdue University and serves as an active board member of the YWCA-NYC, whose mission is to empower women. She also is on the board of Cosmetic Executive Women and is a seven-year member of the Advertising Women of New York.

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.

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