



## **Gannett taps Jeremy Gaines to lead Corporate Communications**

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MCLEAN, Va., April 23, 2012 /PRNewswire via COMTEX/ --Gannett Co., Inc. (NYSE: GCI) announced today that it has named Jeremy Gaines to lead corporate communications, a key role in helping Gannett implement its strategic growth plan. Gaines will be instrumental in explaining Gannett's path forward and how its capabilities, principles, products and services create value and position the company for success in the digital age. As vice president of communications, Gaines will be responsible for leading internal and external communications programs for the entire company and will serve as communications advisor to the senior management team.

Gaines will assume his new position effective May 21. He will report to Maryam Banikarim, Gannett's senior vice president and chief marketing officer, and will be based in McLean, VA.

Gaines joins Gannett from MSNBC, where he spent 14 years in various roles and was instrumental in putting the cable news channel on the map. Most recently, he was vice president of corporate communications, overseeing internal and external communications for the network. Earlier at MSNBC, he had served as Director of Strategic Development and was responsible for enhancing its business, competitive position, and public image. Gaines also worked to assess new talent, develop new programming and create sales opportunities. Before joining MSNBC, Gaines spent five years at the White House in various media relations roles and served as assistant press secretary for the Clinton/Gore 1992 campaign.

"Gannett is staking out a leadership position in a fast-transforming industry, and we will benefit enormously from having Jeremy guide our communication efforts," said Banikarim. "He is a strategic leader and his deep experience in the industry, strong relationships with the media and ability to tell a story will be a major asset as we grow and transform Gannett. We are thrilled to have Jeremy lead the team."

"Gannett is unique in its passion for serving the community, history of innovation and determination to execute its well-defined plan to create a brighter future. This is a perfect time to be joining this great company. I am looking forward to being a part of Gannett's future success," said Gaines.

Gaines earned a bachelor of arts in Political Science from Carleton College.

### **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).

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