



Gannett acquires Mobestream Media, developer of the Key Ring consumer loyalty app

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Acquisition marks Gannett's entry into the mobile consumer loyalty space

MCLEAN, Va., Sept. 6, 2012 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) announced today that it has acquired Mobestream Media, maker of the Key Ring consumer rewards mobile platform ("Key Ring") available on all major smartphones. Terms of the acquisition were not disclosed.

More than five million users have downloaded the free Key Ring app to scan and store existing loyalty cards, join new rewards programs and get mobile coupons and other promotional offers delivered to their smartphones. With Key Ring, consumers have a simple solution to access their digital coupons, digitize their loyalty cards, join new loyalty programs, manage their accounts online and share their cards and offers through their social networks and email. Consumers also receive location-based mobile coupons and other promotional offers.

"Mobile coupons are a fast-growing segment of the national and local marketing sector. Key Ring has led the way with consumer adoption of its smartphone app and developed key relationships with small and mid-sized retailers," said Gracia Martore, president and CEO of Gannett. "With Key Ring, we will be able to provide consumers with a very easy way to use and manage their digital customer loyalty cards and access mobile coupons. For our business clients, Key Ring enables them to enhance and grow their relationships with customers by distributing their loyalty programs and providing a new method of reaching consumers."

Key Ring is a leader in the mobile loyalty space with strong retailer relationships. The Key Ring platform supports a variety of business clients across the U.S., including those in retail, restaurants, grocery, convenience and health and fitness.

Key Ring's capabilities will be part of Gannett Digital Marketing Services mobile product and will serve as a distribution outlet and consumer marketing platform. Through Key Ring's backend marketing platform, merchants can customize their offerings and provide each loyalty member with unique content and messaging via email, push/pull notifications as well as in-app messages.

Key Ring will operate as a stand-alone business, with Key Ring CEO Chris Fagan reporting to Vikram Sharma, president and CEO of Digital Marketing Services.

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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