



National Breast Cancer Foundation to Unveil Annual Advertising Campaign Promoting Early Detection Across Gannett's Portfolio of Broadcast, Digital and Print Products

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Gannett to Light Corporate Headquarters Pink Every Night Throughout October, Breast Cancer Awareness Month

MCLEAN, Va., Sept. 27, 2012 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) announced today the upcoming launch of a multi-platform marketing campaign for the National Breast Cancer Foundation, Inc. (NBCF). The campaign runs throughout October, National Breast Cancer Awareness Month. It is designed to raise brand awareness, as well as encourage consumers to take advantage of NBCF's Early Detection Plan® and promote Beyond the Shock®, NBCF's 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 television stations and websites to national brands such as USA TODAY, as well as digital sites, including USATODAY.com and Nurse.com. USA TODAY's mobile and iPad platforms will also promote the campaign.

"For over four years, Gannett has been enriching the lives of women by advocating the importance of early detection of breast cancer," says NBCF Founder & CEO, Janelle Hail. "We know that the best way to survive breast cancer is to detect it early, and it's essential for every woman in America to hear this message. Thanks to Gannett and their partnership with NBCF, we are accomplishing this great task and saving the lives of millions."

"NBCF has worked tirelessly to share its life-saving message about the importance of early detection of breast cancer with consumers across the United States," said Gracia Martore, Gannett's president and chief executive officer. "Gannett is proud to once again partner with NBCF to deliver a month-long, multi-channel advertising campaign designed to raise awareness as the search for a cure continues."

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

- Sponsorship of the USA TODAY Breast Cancer Awareness month series titled, "Spotlight on Breast Cancer," across its print, online, iPad and mobile platforms;
- Messaging on select Gannett Broadcasting stations and websites;
- Continuing education for nurses featuring webinars and printed courses promoted via Gannett Healthcare Group's Nurse.com website, magazine and corporate education solution called CE Direct.

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 evening throughout October.

The mission of NBCF, a charitable non-profit based in Frisco, TX, 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®, Early Detection Plan®, MyNBCF online social community, and breast cancer research programs.

(Logo: <http://photos.prnewswire.com/prnh/20120103/PH289721LOGO>)

SOURCE Gannett Co., Inc.

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