



Gannett acquires Rovion

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MCLEAN, Va., Oct. 19, 2012 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) today announced it acquired Rovion, a Boston-based, rich-media advertising company, which is owned by Local Corporation (NASDAQ: LOCM). Rovion's primary product, Ad Composer, includes a self-service technology platform that enables the full development and deployment of rich media and mobile HTML5 ads without requiring coding expertise.

Advertisers and agencies are increasingly demanding mobile rich media ad solutions and self-service ad creation tools, and the Rovion acquisition will enable Gannett's PointRoll, a leading provider of digital marketing solutions and technology, to expand their mobile and self-service platform capabilities.

Rovion will be part of the Gannett Digital organization under PointRoll, with all Gannett divisions leveraging the Rovion platform capabilities.

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.

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

SOURCE Gannett Co., Inc.

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