



Gannett's local publishers, USA TODAY partner to deliver expanded coverage to consumers

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Expanded USA TODAY content to be included in local daily publications in 35 Gannett markets nationwide

MCLEAN, Va., Dec. 11, 2013 /PRNewswire/ -- Gannett's (NYSE: GCI) U.S. Community Publishing (USCP) and USA TODAY announced today the launch of a major new initiative to provide local consumers with an enhanced news product that leverages Gannett's unique ability to generate and distribute national content while enhancing its ever-important local hometown coverage.

A local edition of USA TODAY will be included inside the print edition and e-Newspaper of 35 local Gannett daily publications across the country. This will provide consumers with expanded national coverage while enabling local editorial staff to provide more of their own unique, high-quality local news and information. The added USA TODAY edition will include national News, Money and Life content seven days a week, and USA TODAY's renowned Sports coverage will be integrated into local sports sections. Roll out will occur throughout the first quarter of 2014.

Four local Gannett media organizations -- Indianapolis, Ind.; Rochester, N.Y.; Fort Myers, Fla.; and Appleton, Wis. -- piloted the effort earlier this fall.

"This is another step in the re-invention of news that Gannett is uniquely positioned to lead," said Gracia Martore, president and CEO at Gannett. "We have an incredible national brand in USA TODAY and 81 outstanding local publishing brands. With today's announcement, we are bringing the power of these brands together to delight and engage consumers like no-one else can."

"We are excited to expand this partnership with USA TODAY. We can now deliver more of the local content that is so important to our readers, while also providing quality national and international news from USA TODAY," said Robert Dickey, U.S. Community Publishing president. "We are thrilled by the positive feedback from consumers and advertisers in our pilot markets and look forward to expanding this offering in other key Gannett communities."

"This innovative content model creates stronger, higher-value local products and extends the reach of USA TODAY to millions of new consumers. This also gives USA TODAY a print presence seven days a week," said Larry Kramer, USA TODAY publisher. "The integration enables local readers to get the best of USA TODAY's unique brand of journalism, while getting even more of the great local coverage they expect. This is a unique advantage for us."

As the largest local media company in the U.S. with unparalleled access to consumers in more than 100 local markets nationwide, Gannett continues to innovate and re-imagine its products. Other recent company innovations include the creation of the National News Desk, which enables seamless sharing of its rich content to provide the best local and national news across all its markets. In addition, Gannett aggressively upgraded its technology platforms to allow for easier content editing and distribution. The company also created a newly consolidated one-stop-shop for digital marketing services called G/O Digital that effectively connects advertisers to consumers in the digital space.

Visuals for this partnership can be found [here](#).

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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