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Christina Pierce Named General Manager, Advertising Director of Alexandria Daily Town Talk

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MCLEAN, Va., March 19, 2014 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) announced today Christina Pierce has been named general manager and advertising director of the Alexandria (LA) Daily Town Talk. Pierce comes to Alexandria after serving as the advertising director at The News-Star in Monroe, LA. Pierce will succeed Ed Humphrey, who is retiring after nearly 30 years with Gannett.

"I'm thrilled to appoint Christina to this role. She's the natural choice," said Judi Terzotis, regional president, Gannett Louisiana. "She loves Louisiana and has a proven track record building long-term relationships with business owners and developing creative solutions that drive ROI. She understands the vital role The Town Talk plays in building a strong community."

Pierce has been advertising director at The News-Star for the past four years. She previously served as the classified advertising manager and advertising sales director at The Clarion-Ledger in Jackson, MS. Pierce has held management positions in several markets, including The Hattiesburg (MS) American, the Commercial Appeal in Memphis, TN, and The Times in Shreveport, LA.

Pierce graduated from the University of Mississippi. She is married with three children.

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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