

TEGNA

Gannett announces TEGNA as name of new Broadcasting and Digital company

April 21, 2015

MCLEAN, Va.--(BUSINESS WIRE)--Apr. 21, 2015-- Gannett Co., Inc. (NYSE: GCI) said today that it has chosen TEGNA as the name for the new Broadcasting and Digital company. Gannett is in the process of creating two publicly traded companies: one exclusively focused on its Broadcasting and Digital businesses, and the other on its Publishing business and affiliated digital assets. TEGNA will trade on the New York Stock Exchange under the ticker symbol TGNA.

"We are pleased to announce the name of our new Broadcasting and Digital company, which combines one of the largest, most geographically diverse broadcasters in the U.S. with incredibly strong marketing solutions organizations," said Gracia Martore, Gannett president and CEO. "TEGNA is a nod to the more than 100 year-old history of Gannett. While always reminding us where we came from, the new name also shows our innovative spirit and commitment to being a forward-looking company that empowers people, businesses and communities to grow and thrive."

TEGNA's trusted portfolio of television and digital businesses will provide the content that matters and brands that deliver. TEGNA's broadcasting business will include 46 television stations and be the largest independent station group of major network affiliates in the top 25 markets. The TV stations will reach approximately one-third of all television households nationwide and represent the #1 NBC affiliate group, #1 CBS affiliate group and #4 ABC affiliate group (excluding owner-operators). Millions of consumers will rely on TEGNA's broadcasting stations for news and information vital to their daily lives. Combined, TEGNA's TV stations are renowned for their outstanding journalism and have been recognized with such honors as the Edward R. Murrow, Alfred I. duPont, George Foster Peabody, National Headliner, George Polk and Emmy awards.

Cars.com is the leading online destination for automotive consumers offering credible, objective information about car shopping, selling and servicing. With over 30 million monthly visits to its web properties, Cars.com leverages its growing consumer audience to help automotive marketers more effectively reach car buyers and sellers as well as those looking for trusted service providers. CareerBuilder, a global leader in human capital solutions, provides services ranging from labor market intelligence to talent management software and other recruitment tools. It is the largest online job site in North America, measured both by traffic and revenue, and has a presence in more than 60 markets worldwide. Together, Cars.com and CareerBuilder will provide the company's advertising partners with access to two very important categories – human capital solutions and automotive. Also part of this powerful digital mix is G/O Digital, which helps businesses – big and small – grow by delivering digital marketing solutions that drive results.

The Publishing business and its affiliated digital assets will retain the Gannett name once the spin is completed mid-2015. Gannett will continue to trade on the NYSE under the ticker symbol GCI.

About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 115 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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