



TEGNA Invests in Whistle Sports

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MCLEAN, Va.--(BUSINESS WIRE)--Mar. 10, 2016-- TEGNA Inc. (NYSE: TGNA) today announced a strategic investment in Whistle Sports, a global sports media company. Whistle Sports has rapidly become the leader in connecting the sports world to millennial audiences, who avidly consume the company's highly shareable and engaging video content across a multitude of interactive platforms and social media. TEGNA will also have a seat on Whistle Sports' Board of Directors.

Whistle Sports, launched in 2014, is a digital video network powered by an unparalleled network of next-generation athletes and video creators who produce content and build communities in new and innovative ways. Whistle Sports features a rapidly growing library of more than 230,000 videos and 1,720 channels that drive more than 600 million video views each month. Whistle Sports' content creators include Dude Perfect, Paul Rodriguez, Brodie Smith, Jeremy Lin and Indi Cowie.

"Whistle Sports is an emerging powerhouse that has built a unique set of content and distribution capabilities that set the digital video network apart," said Gracia Martore, president and CEO, TEGNA. "This investment and strategic partnership will not only enable both of our companies to reach valuable new audiences, it will also combine our respective expertise to create more innovative content and advertising solutions."

"We launched the company with the belief that young millennial fans were looking for new ways to engage with sports and built a team and community committed to serving them on the places and platforms where they were spending more of their time," said Whistle founder and CEO John West. "We are thrilled by the enthusiasm, confirmation and commitment from TEGNA and their strong support for our continued growth."

For more information on Whistle Sports, [click here](#).

About TEGNA

TEGNA Inc. (NYSE: TGNA), formerly Gannett Co., Inc., is comprised of a dynamic portfolio of media and digital businesses that provide content that matters and brands that deliver. TEGNA reaches more than 90 million Americans and delivers highly relevant, useful and smart content, when and how people need it, to make the best decisions possible. TEGNA Media includes 46 television stations and is the largest independent station group of major network affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. TEGNA Digital is comprised of Cars.com, the leading online destination for automotive consumers, CareerBuilder, a global leader in human capital solutions, and other powerful brands such as G/O Digital and Cofactor. For more information, visit www.TEGNA.com.

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