



TEGNA Invests in Kin Community

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MCLEAN, Va.--(BUSINESS WIRE)--Jun. 30, 2016-- TEGNA Inc. (NYSE: TGNA) today announced a strategic investment in Kin Community, the premier home-focused content brand and creator community that inspires and informs young women.

Kin Community has over 170 million followers across social platforms and generates more than 600 million video views monthly. Its creator community includes well-known lifestyle names like Rosanna Pansino (Nerdy Nummies), Hannah Hart (MyHarto), Jenn Im (Clothes Encounters), Lauren Riihimaki (LaurDIY) and Rachel and Byron Talbott.

Through this investment, TEGNA and Kin will work together to explore potential opportunities for content sharing across TEGNA Media's digital and linear television properties, sponsored content and cross-promotion. Both TEGNA and Kin will reach and connect with new audiences in creative and innovative ways.

"Our investment in Kin Community is an opportunity for TEGNA to capitalize on the great content, social reach and deep knowledge that Kin brings to the table," said Gracia Martore, president and CEO, TEGNA. "Kin Community reaches a younger audience through engaging, informative and shareable content that inspires. We will learn from them, as they will from us, while continuing to innovate across our businesses."

"There are over 800 million young women around the world on a journey to define home for themselves," said Kin Community Co-Founder & CEO Michael Wayne. "TEGNA is an ideal partner as we share in their purpose to empower people. Together, TEGNA and Kin will inspire and inform a new generation across channels and platforms through an extraordinary content and creator community."

For more information on Kin Community, [click here](#).

About TEGNA

TEGNA Inc. (NYSE: TGNA) 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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For media inquiries, contact:

Steve Kidera
Manager, Corporate Communications
703-854-6077
skidera@TEGNA.com

or

For investor inquiries, contact:

Jeffrey Heinz
Vice President, Investor Relations
703-854-6917
jheinz@TEGNA.com