Filed Pursuant to Rule 433 Registration No.: 333-85430 May 23, 2006

Gannett Co., Inc.

\$750,000,000 Floating Rate Notes Due 2009

Gannett Co., Inc. Issuer: \$750,000,000 Size: Maturity: May 26, 2009

Coupon: 3 Month LIBOR Telerate plus 0.20%

100.000% of face amount Price to Public: Proceeds (Before Expenses) to Issuer: \$748,125,000 (99.750%)

Interest Payment and Reset Dates: February 26, May 26, August 26 and November 26, commencing August

28, 2006

Actual/360 Day Count Convention: Trade Date: May 23, 2006 Settlement Date: May 26, 2006 (T+3)

Denominations: \$1,000 x \$1,000

Ratings: A2 (Moody's); A (S&P)

Underwriters: Banc of America Securities LLC

J.P. Morgan Securities Inc. Mitsubishi UFJ Securities International plc

Barclays Capital Inc.

SunTrust Capital Markets, Inc. Citigroup Global Markets Inc. Wachovia Capital Markets, LLC Wells Fargo Securities, LLC

Daiwa Securities SMBC Europe Limited

Comerica Securities, Inc. **KevBanc Capital Markets** BNY Capital Markets, Inc. Fifth Third Securities, Inc. PNC Capital Markets LLC

Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling collect 1-212-834-4533.

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