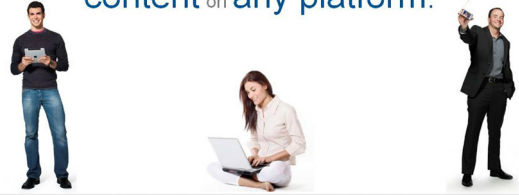


# UBS 39th Annual Global Media and Communications Conference

DECEMBER 7, 2011

**GANNETT**  
It's all within reach.

We are the **best equipped** in our markets  
to generate **relevant, trusted** and  
**engaging local**  
content **on any platform.**



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## USA TODAY Sports Media Group

LEVERAGING THE STRENGTH OF OUR NATIONAL AND LOCAL REACH

### Professional leagues

MLB markets - 24 of 30  
NFL markets - 27 of 32  
NBA markets - 24 of 29



### Collegiate markets

SEC markets - 12 of 12  
Big 10 markets - 10 of 12



### Major annual events

Kentucky Derby - Louisville Courier Journal  
Indy 500 - Indianapolis Star  
Two of next four NCAA Final 4s  
Next Super Bowl  
Next MLB All Star Game



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## USA TODAY Sports Media Group

Properties already combine to form  
**one of the largest**  
**digital sports networks**  
in the country with 11.5 million unique VPM

\*All traffic data as per comScore

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## Sunday Circulation Successes

- 21 USCP Newspapers Posted Total Sunday Gains
- Total USCP Sunday Volume Finished Virtually Flat From Last Year



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# SALES EFFORTS

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## Reddell Honda



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## Reddell Honda



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## Reddell Honda



## Reddell Honda

"The creative was visually stimulating and really made us stand out from what the other guys were running ... Their pitch was specific and I knew what I would be getting. They delivered exactly what they promised. Customers are bringing in coupons and taking test drives. Clearly, the recommendations they provided are driving the results I needed."

- Alvin Reddell

## Digital Portfolio & Integrated Offerings

Quintupled the pace of retail banner revenue growth



"I've seen a large number of new, repeat customers with DealChicken ... people are coming back even after the deal. **My customer base grew by 50 percent.** The exposure we received through azcentral.com, Channel 12 and the Arizona Republic was great."

Bret Pont, owner of Hobe Meats,



**DealChicken.com**  
hatching deals daily

## GANNETT Publishing Services

**Cost Savings**  
Standardized best practices  
Elimination of redundancies

## GANNETT Publishing Services

**Revenue Gains**  
Sale of pre-media services  
Commercial printing  
Third-party product delivery  
Customer services capabilities

## GANNETT Publishing Services

**Impact**  
2012 ... ~\$40 million  
2013 ... ~\$65 million

## CONTENT MONETIZATION



# BROADCAST

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## Strength of Local Brands (continued)

- Local stations are creating local content that makes a difference
- 5 National Edward R. Murrow Awards
- Expansion of local news programming
- Return of major 2012 events will expand our customer base



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## Strength of Local Brands

- Strong growth in digital metrics
- Doubling our video plays and mobile views
- Social media - positive development
- TV drives largest engagement numbers on Facebook and Twitter

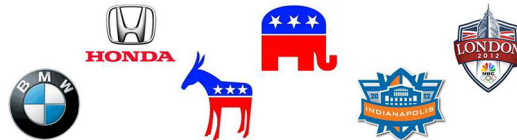


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## TV Category Trends & 2012 Revenue Drivers

- Automotive Spending
- Political Advertising
- Summer Olympics
- Super Bowl on NBC stations
- Enterprise/Business Development



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## Retransmission Consent Developments

- Up 15% to \$90 million in 2012
- All-cash deals that flow 100% to bottom line
- Network affiliation agreements go out to 2014, 2015 and 2017
- A lot of upside as the market place aligns subscriber fees with viewership

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# DIGITAL

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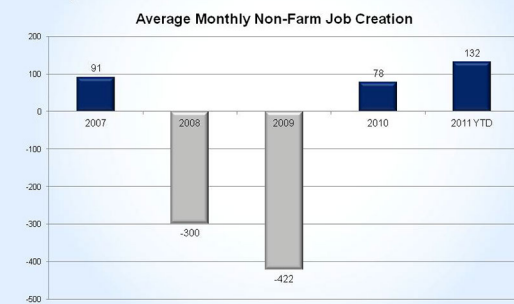
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**careerbuilder**

**CAREERBUILDER UPDATE**  
Matt Ferguson, CEO

START BUILDING

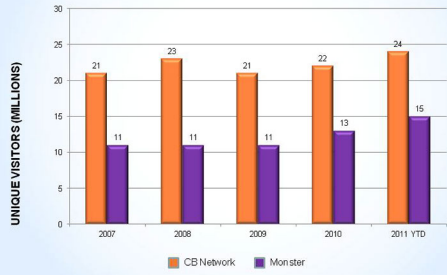
## U.S. JOB CREATION IMPROVING



Source: U.S. Bureau of Labor Statistics, 2011 YTD, January-November

**careerbuilder**

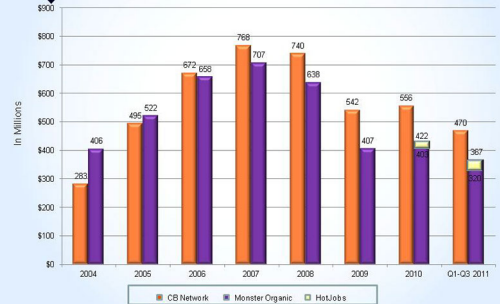
## CAREERBUILDER REMAINS THE U.S. TRAFFIC LEADER



Source: comScore Media Metrix, 2011 YTD, January - October

careerbuilder

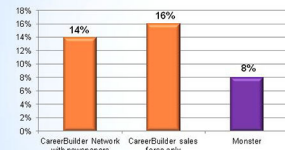
## NORTH AMERICA MARKET REVENUE - CAREERBUILDER VS. MONSTER



Sources: CareerBuilder Internal Data, Monster Division North America Earnings Releases, William Blair estimates

careerbuilder

## CAREERBUILDER CONTINUES TAKING SHARE - ORGANIC YOY GROWTH FOR FIRST NINE MONTHS OF 2011



CareerBuilder's growth is double that of Monster's organic growth.

Sources: CareerBuilder Internal Data, Monster Division North America Earnings Releases, William Blair estimates

careerbuilder

## CURRENT INTERNATIONAL OPERATIONS



careerbuilder

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## Gannett Digital

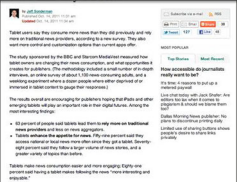


News Consumption is at an All-Time High

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## Gannett Digital

Downer  
Tablet owners read national, local news more often than they did before



Tablet Experiences Driving More Engagement

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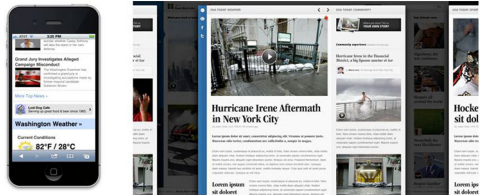
## Gannett Digital



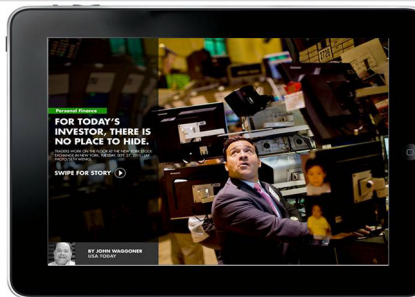
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## Product Development

- 100+ new sites for desktop, mobile and tablet over next 12-24 months



## Product Development



## USA TODAY – Leader in Mobile

1 MILLION+ Average monthly UVs

2.5 MILLION DOWNLOADS

102 PAGEVIEWS Per visitors/month



## Streamlining Operations

- Ad Operations and Sales processes (ad server, order management, CRM)
- Editorial & Publishing
- Asset Management
- Video Production Center

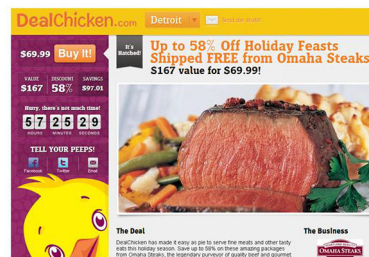


## Balanced Ad Strategy

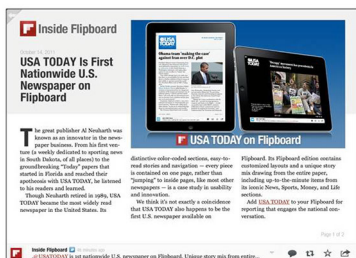
- Higher Impact Ads
- Productized Offerings
- Business Development
- Leverage PointRoll



## New Product Development



## Digital Partnerships



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# Gannett Co., Inc.

## Forward-looking Statements

Certain statements in this presentation may be forward looking in nature or "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this presentation are subject to a number of risks, trends and uncertainties that could cause actual performance to differ materially from these forward-looking statements. A number of those risks, trends and uncertainties are discussed in the company's SEC reports, including the company's annual report on Form 10-K and quarterly reports on Form 10-Q. Any forward-looking statements in this presentation should be evaluated in light of these important risk factors. Gannett is not responsible for updating or revising any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. This presentation also contains a discussion of certain non-GAAP financial measures that Gannett presents in order to allow investors and analysts to measure, analyze and compare its financial condition and results of operations in a meaningful and consistent manner. A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures can be found in Gannett's publicly available reports filed with the SEC, all of which are available through the investor relations portion of our website.

# Gannett Co., Inc. Revenue

## Fourth Quarter-to-date 2011

% Variance  
to Last Year



# OUTLOOK FOURTH QUARTER 2011

## Revenue

2011E

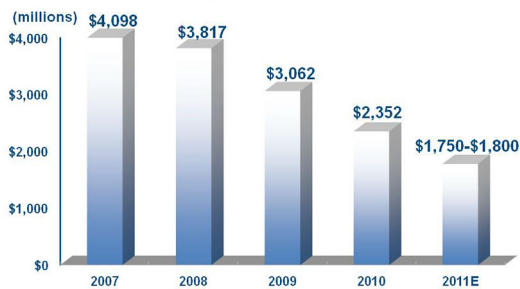
\$5.2 billion

## Operating Cash Flow

2011E

\$1.1 billion

## Long-Term Debt



## Debt Maturities\*



\*excludes borrowing under revolving credit facilities

# 2012

## Other Expenses

### Publishing

- Headcount down low single digits (Due primarily to prior year actions)
- Other costs down low to mid single digits

### Broadcasting

- Total costs up mid single digits

### Digital

- Headcount up mid single digits
- Costs up high single digits to low teens (Including one-time infrastructure investments)

# Other Assumptions

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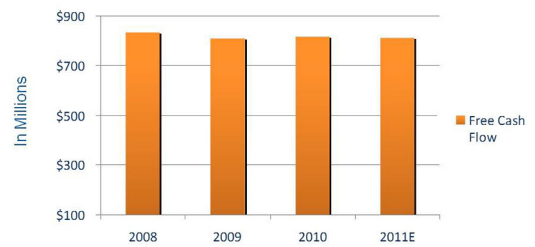
## Enhancing Returns on Assets

- Focusing on cost efficiencies
- Maximizing asset utilization
- Introducing new products and services
- Improving financial position

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## Free Cash Flow



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