



For Immediate Release

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Gannett Acquires PointRoll, a Leading Interactive Advertising Technology Firm

(McLean, VA – June 10, 2005) Gannett Co., Inc. (NYSE: GCI) today announced the acquisition of the stock of PointRoll, Inc., a leading rich media marketing company that provides user-friendly, non-intrusive “mouse over mini-site” Internet technology. This technology enables advertisers to expand their space online and receive a more measurable impact from their online advertising campaigns.

“PointRoll, just like USA TODAY (the largest-selling daily newspaper in the US), has been built on ingenuity and imagination,” said Craig Moon, president and publisher of USA TODAY. “We believe that their clever and popular approach to interactive advertising, along with their continuous innovation will be a nice fit. We are excited that PointRoll is joining the Gannett/USA TODAY family of companies.”

“Gannett is a terrific company, and we are pleased to come on board,” said Chris Saridakis, who becomes the chief executive officer of PointRoll. “With hundreds of online sites, including USATODAY.com, Gannett understands the demands, dynamics and changing technologies of Internet advertising. We think this relationship will be great for both Gannett and PointRoll and our customers.”

Saridakis was PointRoll’s chief operating officer. Jules Gardner, PointRoll’s founder and CEO, announced he is leaving the company.

Examples of the ad technologies provided by PointRoll can be found at www.pointroll.com.

Terms of the deal were not disclosed. PointRoll was represented by The Jordan, Edmiston Group, Inc. (JEGI), a New York City based investment bank that specializes in the media and information industries.

About PointRoll, Inc.

PointRoll, Inc. is a leading provider of rich media marketing services and technologies. Founded in April 2000, the company enables advertisers, agencies and online publishers to measurably increase conversion opportunities, brand awareness, creative expression and message content, without disrupting the user’s online experience. PointRoll’s proprietary technology platform delivers a suite of rich media products, including: Tomboy™ Universal 100K+, FatBoy™ expanding ads, TowelBoy™ snap-back units, and BadBoy™ floating ads, that dramatically enhance the impact of any Internet ad campaign. PointRoll’s rich media experts support every campaign with a full suite of services, and PointRoll works with more than 400 advertisers and many leading online publishers, including Yahoo!, MSN and AOL.

About Gannett

Gannett Co., Inc. is a leading international news and information company that publishes 101 daily newspapers in the US, including USA TODAY. The company also owns more than 800 non-daily publications in the US and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest, the United Kingdom's second largest regional newspaper company, publishes more than 300 titles, including 17 daily newspapers, and produces a network of prize-winning Web sites. Gannett also operates 21 television stations in the US and is an Internet leader with sites sponsored by its TV stations and newspapers, including USATODAY.com, one of the most popular news sites on the Web.

About JEGI

Founded in 1987, JEGI (www.jegi.com) is widely recognized for its leadership in middle-market merger and acquisition advisory services for the media and information industries. Leveraging the shared insights and wisdom gleaned from hundreds of transactions, JEGI has built a client base that ranges in size from the largest media and information companies consolidating their portfolios to entrepreneurs selling their businesses or taking them to the next stage of development. JEGI's impeccable reputation reflects its knowledge and record of superior performance on behalf of its clients.

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