



FOR IMMEDIATE RELEASE

*March 11, 2010*

## **US PRESSWIRE - GANNETT ENTERPRISE-WIDE REGIONAL PHOTO COVERAGE TRIAL**

**Atlanta, Ga --** US PRESSWIRE and Gannett Co. Inc. (NYSE:GCI) announced today that they are testing the benefits of adding US PRESSWIRE's daily regional photo coverage for all Gannett-owned newspapers and broadcast properties.

"We are honored to work with Gannett to document how our quality photo coverage of over 5,300 U.S. sporting events can serve their growing need for a strong and flexible photo partner that is national in scope and has an emphasis on regional coverage." stated Bruce Odle, President of US PRESSWIRE.

"This is a terrific opportunity to provide strong coverage for our readers and viewers while testing the waters with US PRESSWIRE and their strong roster of photographers across the country. Their positive and innovative approach already has given this collaboration a great start." said Tara Connell, Vice President of Gannett's ContentOne initiative.

The initial trial will include all of US PRESSWIRE's daily coverage (an average of 15,000 photos monthly) across all collegiate and professional sports, including upcoming coverage from top conference college basketball tournaments, the NCAA tournament for both men and women, MLB spring training and regular season, NBA games, NASCAR races and other motorsports, professional golf and tennis matches, along with a host of other events. Gannett's 83 daily U.S. newspapers and 23 U.S. television stations will have unlimited access to [www.uspresswire.com](http://www.uspresswire.com) to search and download daily deadline imagery. US PRESSWIRE's deep historical archive, including the "Legacy Collection" of iconic photographers with images dating back to the 1950's, will be available to editors under a separate fee arrangement. Trial participants will be allowed to use photos in any editorial manner (standalone, in photo galleries, combined with text, etc.) and in any platform (print, digital, web and/or broadcast) deployed by the publication or property.

### **About Gannett**

Gannett Co., Inc. (NYSE: GCI) is an international news and information company operating on multiple platforms including the Internet, mobile, newspapers, magazines and TV stations. Gannett is an Internet leader with hundreds of newspaper and TV Web sites; CareerBuilder.com, the nation's top employment site; USATODAY.com; and more than 80 local MomsLikeMe.com sites. Gannett publishes 83 daily U.S. newspapers, including USA TODAY, the nation's largest-

selling daily newspaper, and more than 650 magazines and other non-dailies including USA WEEKEND. Gannett also operates 23 television stations in 19 U.S. markets. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company with 17 daily paid-for titles, more than 200 weekly newspapers, magazines and trade publications, and a network of Web sites.

**About US PRESSWIRE** US PRESSWIRE is a leader in the creation and distribution of premium sports imagery. Founded in 2004, US PRESSWIRE was developed by industry-leading photojournalists to supply high quality, newsworthy images on deadline. In addition to daily sports news coverage, US PRESSWIRE maintains a comprehensive historical archive of news, portraits, events and personalities of sports-related subjects including vintage material. Dedicated to exceptional service through extensive picture desk support and easy-to-use search functionality, US PRESSWIRE's goal is to be the leading provider of premium sports imagery to editorial and creative professionals worldwide. More information can be found on [www.uspresswire.com](http://www.uspresswire.com).

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