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**GANNETT EXECUTIVE NAMED ADVERTISING DIRECTOR FOR
*THE PHILADELPHIA INQUIRER AND DAILY NEWS***

PHILADELPHIA, March 6, 2007 – Brian P. Tierney, CEO and Publisher of The Philadelphia Inquirer and Daily News, today announced that senior Gannett executive Tom Geonnotti will join The Inquirer and Daily News as Advertising Director, with responsibility for Majors, Retail and National display advertising. Mr. Geonnotti brings more than 30 years experience working with advertisers throughout the Philadelphia and South Jersey markets. He will report to Mr. Tierney, while also working closely with Jerry Tilis, who continues as a consultant and interim head of advertising.

Most recently, Mr. Geonnotti led advertising sales at the Courier-Post, the second-largest paper in the Philadelphia DMA, out of Cherry Hill, NJ. He also boasts an advertising background with The Philadelphia Inquirer, where he worked from 1977 to 1989 in various sales and management positions, involved with retail territory, grocery and department store sales.

“We’re thrilled to welcome Tom on board as Advertising Director for The Inquirer and Daily News,” Tierney said. “It’s quite a coup to have him join us in this senior role. Tom is a proven professional with a track record of success; he’ll hit the ground running with experience in this marketplace and the know-how to help advertisers grow their business.”

“I very much look forward to joining Philadelphia newspapers once again, and collaborating with a fabulous new team under local ownership,” Mr. Geonnotti said. “The Inquirer and Daily News are the most powerful media vehicles in the region, and I’m excited to put them to work for advertisers,” he said.

Mr. Geonnotti graduated from Rutgers University in 1976 where he earned a B.A. in Business. He currently lives in West Deptford, NJ, with his wife, Barbara, and their four children.

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About Philadelphia Media Holdings, LLC

Philadelphia Media Holdings, LLC, is the leading media company in the Philadelphia region. Privately held and locally owned, PMH is the owner of The Philadelphia Inquirer, Daily News, philly.com, related online products and several community newspapers. With almost one million people reading The Inquirer each day, and 1.8 million on Sundays, The Inquirer is the region's most-read daily newspaper. Together with the Daily News, the #1 tab newspaper in the region, and philly.com, the #1 website in the region, Philadelphia Media Holdings, LLC, reaches almost 2 million people each day.

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