

FOR IMMEDIATE RELEASE

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**USA WEEKEND Magazine's Women's Health Report
Captures the Attention of Readers and Advertisers with Innovative Units**

McLean, Va. – Champion swimmer Dara Torres had one of the most inspiring stories at this summer's Olympics. It was more than just a 41-year-old mother winning medals. It was Dara's practical take on health and fitness and how it can be incorporated into anyone's day to achieve high performance. USA WEEKEND's September 28 Women's Health Report presents her powerful story to 50 million readers in dynamic fashion, using an innovative cover wrap, supported by Sprint.

Sprint uses the high-visibility cover wrap to advertise its new device, Instinct, and engage readers immediately. Other advertisers in the 32-page issue taking advantage of the magazine's unique capabilities and reach into 22.8 million households include Hasbro, GlaxoSmithKline, Bristol-Myers Squibb, Campbell's, Unilever, Brita and Poise.

"In today's economic climate, it is even more important to build value for readers, newspapers and advertisers," said Chuck Gabrielson, Publisher. "We are working closely with our advertising clients to provide them with unique opportunities that yield high ROI."

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. Its website, usaweekend.com, provides enhanced content and interactive features. USA WEEKEND is a Gannett Co. Inc. publication.

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