

SCS ANNOUNCES NEW INTEGRATION WITH DESIGNIQ

Software Consulting Services (SCS) announced a new integration with designIQ, the USA TODAY Network's full-service creative and ad production group, to expand integrated creative capabilities for publishers using SCS platforms.

designIQ provides comprehensive creative, production, and marketing services for publishers, agencies, and businesses, including print and digital advertising design, branding, motion graphics, video, social media creative, and full campaign development. designIQ combines large-scale creative resources with strategy led design to help organizations connect with audiences and deliver measurable advertising results.

Through this integration, publishers using SCS systems will gain streamlined access to designIQ's creative services directly within their existing workflows. This integration allows publishers to delegate design, ad production, and creative development to a trusted partner without disrupting their current operational processes.

Both SCS/Track and SCOOP7 integrate directly with designIQ through a secure, two-way, real-time interface, enabling seamless communication between newsroom, advertising, and creative production teams. The result is a more efficient workflow for managing ad design requests, production schedules, and delivery, while maintaining full visibility inside the publisher's SCS environment.

"For several years, many publishers have independently used SCS software alongside designIQ's services," said Phil Curtolo, Vice President of Sales at SCS. "Formalizing and strengthening this integration is a natural next step. This new arrangement allows SCS to offer designIQ's services directly to our customers, delivering a more streamlined and fully supported experience."

Kurt Jackson, SCS's Managing Member and Owner, adds "designIQ represents a strong, U.S.-based solution for publishers exploring new models to support clients."

"The SCS and designIQ collaboration redefines creative problem-solving," said Brian Jones, Senior Director, Creative Operations, designIQ. "By scaling our specialized services, we are now better positioned to help businesses and media organizations of all sizes connect with their audiences and overcome their most pressing creative challenges"

designIQ's team of designers, writers, developers, and creative strategists deliver a wide



range of services from individual ad design and page layout to brand development, content marketing, and cross-platform advertising campaigns. Their scalable model allows publishers to supplement in-house resources while maintaining consistent brand standards and production quality across print and digital channels.

By aligning technology and production services more closely, SCS continues to provide publishers with flexible, scalable solutions designed to support operational efficiency, reduce production bottlenecks, and help media organizations adapt to the evolving demands of modern advertising.

About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 500 sites producing over 16,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS also resells award-winning digital asset management software from FotoWare based in Oslo, Norway. SCS is privately owned by Kurt Jackson. Learn more at www.newspapersystems.com.

About designIQ:

As part of the USA Today Network, designIQ leverages extensive resources to help businesses connect with ideas, people, and communities. Backed by a network of over 400 global experts, designIQ consolidates years of design and management expertise to deliver high-quality work at competitive prices. Learn more at www.designiq.com.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, that relate to our current expectations and views of future events. All statements other than statements of historical facts contained in this press release, including statements relating to whether this initiative will enable USA TODAY Co. to increase sales or revenues, beliefs, intentions, estimates or strategies regarding the future, which may not be realized. In some cases, you can identify forward-looking statements by terms such as "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "expect," "predict," "potential," "could," "will," "would," "ongoing," "future" or the negative of these terms or other similar expressions that are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements are based largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs. These forward-looking statements involve known and unknown risks, uncertainties, contingencies, changes in circumstances that are difficult to predict and other important factors that may cause our actual results, performance, or achievements to be materially and/or significantly different from any future results, performance or achievements expressed or implied by the forward-looking statement. For a discussion of some of the risks and important factors that could cause actual results to differ materially from our expectations, see the risks and other factors detailed in "Item 3. Key Information - Risk Factors" in USA TODAY Co.'s (fka Gannett Co., Inc.) 2025 Annual Report on Form 10-K and USA TODAY Co.'s (fka Gannett Co., Inc.) quarterly reports on Form 10-Q and USA TODAY Co.'s (fka Gannett Co., Inc.) other filings with the SEC, in each case as such factors may be updated from time to time. Any forward-looking statements contained in this press release speak only as of the date hereof and accordingly undue reliance should not be placed on such statements. USA TODAY Co. disclaims any obligation or undertaking to update or revise any forward-looking statements contained in this press release, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.