



GRAHAM MEDIA GROUP

Social News Desk Honored by the University of Florida At the 2nd Annual Gator100 Awards

CHICAGO, IL—February 23, 2016—Graham Media Group, a division of Graham Holdings Company (NYSE: GHC), announced today that its subsidiary Social News Desk (www.SocialNewsDesk.com), a leading creator and provider of social media management tools for newsrooms and media organizations, was honored by the University of Florida at the 2nd Annual Gator100 Awards.

Sponsored by The Warrington College of Business and Entrepreneurship & Innovation at the University of Florida (UF), the Gator100 award recognizes the 100 fastest-growing businesses owned or led by UF alumni. Companies must have been in business for five or more years and have revenues of at least \$250,000. “The Gator100 is an important initiative that recognizes entrepreneurial excellence,” said Dr. Michael Morris, the Academic Director of the entrepreneurship program at UF. “It is open to any and all companies founded and run by Gator alumni, and recognizes those who are achieving growth, innovating, and making a difference in their communities.”

Social News Desk (SND), founded by UF Alumna and former Graham Media Group journalist Kim Wilson, provides software tools that help newsrooms and media organizations publish content, manage social strategy, secure social access, measure social analytics and monetize social media, while providing news producers and writers the ability to better manage the flow of information distributed on social platforms. Social News Desk was acquired by Graham Media Group in 2014, and has become a market leader in the sector through continuous innovation with the development of solutions for the modern-day newsroom.

“I’ve always loved journalism and the University of Florida not only provided me the opportunity to launch my career, but the confidence to crystallize my vision for Social News Desk,” said Kim Wilson, President and Founder. “We have the privilege of working with more than 900 newsrooms worldwide and with new products launching this year, we expect our rapid growth to continue.”

Emily Barr, President and Chief Executive Officer of Graham Media Group, said, “We are very proud of Kim and the Social News Desk team. The Gator100 award validates the great work at SND and our commitment to making the news industry better through innovative products and services. “

Graham Media Group (www.GrahamMediaGroup.com), a subsidiary of Graham Holdings Company (NYSE: GHC), owns five local TV stations—each in a top-50 market and all recognized as news leaders—reaching 6.2% of U.S. television households: KPRC–Houston and WDIV–Detroit (NBC); KSAT–San Antonio (ABC); WKMG–Orlando (CBS); and WJXT–Jacksonville (independent). The stations also broadcast digital channels focusing on classic television and lifestyle programming, in addition to operating market-leading websites, mobile sites and mobile apps delivering breaking news, weather and community news, reaching millions of users across each platform. The Company also owns Social News Desk.

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Contacts: Elisa DeFoe
 (407) 595-0901
 `edefoe@socialnewsdesk.com`

 Patty Oliva
 (312) 917-6242
 `POliva@GrahamMedia.com`