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Chicken Soup for the Soul offers exclusive promotion on dealchicken.com, Gannett's daily deals site, to raise funds and awareness for breast cancer

DealChicken's exclusive online promotion allows consumers to show support for the American Cancer Society's Making Strides Against Breast Cancer

COS COB, Conn., (October 24, 2012) –Chicken Soup for the Soul is raising money to fight breast cancer, running an exclusive online promotion with DealChicken, the Gannett Co., Inc.'s (NYSE: GCI) daily deals site. The promotion, available at <http://dealchicken.com/chickensoup>, offers consumers the opportunity to show their support for American Cancer Society's Making Strides Against Breast Cancer and runs through November 9, 2012.

The promotion features *Chicken Soup for the Soul: Hope & Healing for Your Breast Cancer Journey*, written by breast cancer survivor and assistant professor at Harvard Medical School, Dr. Julie Silver. The book is part of a new health and wellness series from Chicken Soup for the Soul and combines stories from those affected by breast cancer with Dr. Silver's cutting edge medical advice.

As part of this exclusive package, buyers receive the book and a limited edition pink cooler bag for only \$12.50 (a \$25 value) with a portion of the proceeds going to charity. If individuals want to contribute even more to the cause, they may choose to donate their savings, an additional \$12.50, to Making Strides with the American Cancer Society.



The promotion was highlighted at the American Cancer Society's Making Strides Against Breast Cancer Jones Beach Walk on Sunday, October 21, 2012, as part of an in-person promotion from Chicken Soup for the Soul. "It was so inspirational to see thousands of survivors walking and the sea of people there to support their fight, celebrate their victories and remember loved ones" said Joelle Jarvis, marketing director. "Having lost my mom to breast cancer a few years ago, it was incredibly moving to have one woman after another share how Chicken Soup for the Soul books helped bring them and their families hope in very tough times. It was a privilege to be there."

About Chicken Soup for the Soul Publishing, LLC: Chicken Soup for the Soul Publishing, LLC, publishes the famous Chicken Soup for the Soul book series, which is distributed through Simon & Schuster, Inc. In 2007, *USA Today* named Chicken Soup for the Soul one of the five most memorable books in the last quarter century. Since 1993, more than 100 million books in the series have been sold in the United States and Canada alone. Chicken Soup for the Soul titles have been sold in more than 100 additional countries and translated into more than 40 languages. The company is currently implementing a plan to expand into all media, including TV shows and a major motion picture, and is also developing a digital presence for life improvement, emotional support, inspiration, and wellness. Chicken Soup for the Soul Foods, a joint venture



with Daymon Worldwide Inc., will start rolling out its line of delicious, nutritious comfort foods in early 2013. Chicken Soup for the Soul Publishing also licenses the right to use its famous brand to high-quality licensees. For more information, go to <http://dealchicken.com/chickensoup> visit www.chickensoup.com