

TRANSCONTINENTAL MEDIA ANNOUNCES APPOINTMENT OF RENEALT POLIQUIN AS SENIOR VICE PRESIDENT OF MARKETING AND 360° SOLUTIONS

Montreal, July 21, 2008 – Transcontinental Media today announced the appointment of Renealt Poliquin as Senior Vice-President of Marketing and 360° Solutions, which supports strategic priorities such as organic sales growth, digital development and consolidation. Mr. Poliquin will assume his responsibilities on August 4. In this role, he will lead sales growth efforts already underway in the Media sector, oversee the development of marketing services and take on responsibility for media sales, marketing and database management.

“Transcontinental Media has expanded its offering to become a one-stop shop offering its clients integrated solutions, including multi-platform access to targeted communities of interest and consumers,” said Natalie Larivière, President, Transcontinental Media. “Mr. Poliquin’s solid experience in sales and marketing and his understanding of the business needs of our sector will ensure that the market knows how Transcontinental Media’s offering has evolved. His efforts and those of his team will significantly contribute to the pursuit of our business objectives and our development.”

In addition to Mr. Poliquin’s extensive experience in media sales, he is recognized for his ability to build, develop and manage sales teams in changing business environments. He has held a number of strategic positions, including Vice President of sales and marketing at Pixman, a public company whose primary shareholder is Daniel Langlois, the founder of Softimage; Senior Vice President of sales and marketing for the TVA Group Inc.; Vice President of sales and marketing at Astral Media, and Director of national sales at Radio-Canada. He studied economics at the Université de Sherbrooke.

About Transcontinental Media

The fourth-largest print media group in Canada, with more than 3,000 employees and annual revenues of \$633 million in 2007, Transcontinental Media is the country’s leading publisher of consumer magazines and of French-language educational resources as well as being the largest publisher of community newspapers in Eastern Canada. It publishes the weekday daily *Métro* in Montreal, owns a number of digital business units, and is also, through Publi-Sac, Quebec’s leading door-to-door distributor of advertising material.

Transcontinental Media is a subsidiary of Transcontinental Inc. (TSX: TCL.A, TCL.B), which has more than 15,000 employees in Canada, the United States and Mexico and reported revenues of C\$2.3 billion in 2007.

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