

**TRANSCONTINENTAL ANNOUNCES APPOINTMENT OF BRIAN REID AS
PRESIDENT OF ITS PRINTING SECTOR**

Montreal, November 14, 2008 – Transcontinental Inc. today announced the appointment of Brian Reid as President of its Printing Sector, effective immediately. The Sector brings together services to retailers and publishers of newspapers, magazines, books and catalogs, as well as Transcontinental's U.S. direct mail and Mexican operations. Mr. Reid is responsible for approximately 8,500 employees and revenues of more than \$1.5 B on an annualized basis. He will also join Transcontinental Inc.'s Senior Management Committee.

"Brian has been an important part of Transcontinental's growth story since 1992; he truly understands and lives the Transcontinental values that are the key to our growth—a commitment to strong client relationships and talent development come to mind," said François Olivier, President and Chief Executive Officer, Transcontinental. "Brian's mandate is to develop a print service offering that is integrated and tailored to customers including publishers and retailers, and to continue to improve efficiency, gain market share and reduce costs."

Previously, Mr. Reid was Senior Vice-President, Catalog and Magazine Group, Transcontinental Printing, a position he had held since 2003. There, he was responsible for the ongoing development of the catalog and magazine markets both in Canada and the U.S. In that role, Mr. Reid also oversaw 2500 employees and seven Transcontinental plants. Mr. Reid will be based in Toronto.

About Transcontinental

The largest printer in Canada and sixth-largest in North America, Transcontinental is also the country's leading publisher of consumer magazines and French-language educational resources, and its second-largest community newspaper publisher. Transcontinental distinguishes itself by creating strategic partnerships that integrate the company into its customers' value chain, notably through its unique newspaper printing outsourcing model and its value-added services. From mass to highly personalized marketing, the company offers its clients integrated solutions which include a continent-leading direct marketing offering, a diverse digital platform and a door-to-door advertising material distribution network. Transcontinental is a company whose values, including respect, innovation and integrity, are central to its operation. Transcontinental (TSX: TCL.A, TCL.B) has more than 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2007. For more information about the Corporation, please visit www.transcontinental.com.

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