

For Immediate Release

TV GUIDE MAKES STRATEGIC MOVE TO WEB

Montreal, October 19, 2006 – Transcontinental Media announced today that it will transition *TV Guide* to a web publication. The new Internet platform will support more detailed listings, more frequent programming updates, and portable listings consultation, serving to make www.tvguide.ca the essential online television entertainment and listings source for Canadians. What's more, it will provide region-specific program line-ups for communities across Canada – for free. The November 25, 2006 issue of *TV Guide*, on newsstands November 20th, will be the last issue of the magazine in its current format.

“*TV Guide* has served communities across Canada well for 30 years and as the listings landscape is changing, *TV Guide* is evolving along with it,” said Natalie Larivière, president of Transcontinental Media. “As we have stated previously, our intention under the digital media strategy of our *Evolution 2010* business plan is to expand the well-respected content of our publications onto more complete websites and other platforms. *TV Guide*'s move to the web is an exciting new direction for this mature and trusted brand, and in this case, going with a web-only product is a fitting format for the time-sensitive and frequently changing nature of the content this publication provides. Transcontinental is thrilled that the re-launched www.tvguide.ca, with free detailed television listings and the same highly consulted editorial content, will be available in millions of Canadian homes on November 28, 2006.”

About Transcontinental Media

The fourth-largest print media group in Canada, with more than 3000 employees and annual revenues of \$555 million in 2005, 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 14,000 employees in Canada, the United States and Mexico and reported revenues of C\$2.2 billion (US\$1.9 billion) in 2005.

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