

*For Immediate Release*

## **ISABELLE MARCOUX SPEAKS TO MAGAZINE INDUSTRY ABOUT ITS FUTURE**

Toronto, June 6, 2007 – Isabelle Marcoux, Vice Chair of the Board and Vice President, Corporate Development at Transcontinental Inc., spoke to over 200 people today about “The Magazine in the Age of the Internet” at Magazines University, the premiere national publishing event.

Recently selected as one of Canada’s *Top 40 Under 40™*, Ms. Marcoux leads Transcontinental’s merger and acquisition activities and strategic planning. She is also responsible for its recently acquired educational book publishing activities. On the magazine side, Ms. Marcoux was active in the Telemedia and Avid Media acquisitions.

With this unique perspective and coming from a company that is both a magazine publisher and a magazine printer, Ms. Marcoux’s luncheon address focused on dispelling industry myths—like the magazine industry is in danger and the magazine in its paper format is dead—and spoke about where the industry is headed, and what Transcontinental is doing to ensure it remains the country’s leading publisher of consumer magazines.

“Our industry is in a period of rapid and profound change,” said Ms. Marcoux. “New consumer behaviours, changing values, the penetration of the Internet and digital technology in daily life—these are all factors pushing the industry to adapt and to innovate. Evolution is the name of the game.”

“The table-stakes of survival mean getting the fundamentals right: identifying a niche with growth potential, nailing the product delivered to the target audience, and then going one step further with a multi-platform strategy, which is often Web-based,” Ms. Marcoux continued.

Citing the March launch of the Canadian version of *More* magazine, where 40,000 subscribers were predicted and more than twice that have subscribed, Ms. Marcoux added, “We’re understandably proud of our achievement with *More*, particularly when you consider 105 new magazines were announced in the first quarter of the year in North America alone—and it typically takes five years for a magazine to become profitable.”



As part of the corporation's partnership strategy, Ms. Marcoux has worked directly with major international publishers like Meredith Corporation, the U.S. company that specializes in consumer magazines and from whom Transcontinental obtained the license to launch *More* magazine, Bayard Press, with whom Transcontinental has partnered to publish the magazines *Good Times* and *Bel Âge* and Hachette Fillippachi which, together with Transcontinental, puts out *Elle Canada* and *Elle Québec*.

"Working with individuals with such broad international experience gives me an exceptional perspective on the industry," noted Ms. Marcoux.

To read the full text of the speech, visit Transcontinental's home page at [www.transcontinental.com](http://www.transcontinental.com).

### **About Transcontinental Inc.**

The largest printer in Canada and sixth-largest in North America, Transcontinental also ranks as 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 14,500 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2006.

For more information visit [www.transcontinental.com](http://www.transcontinental.com).

- 30 -

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