

*For Immediate Release*

## **TRANSCONTINENTAL IMPLEMENTS PAPER PURCHASING POLICY**

Montreal, October 18, 2007 – Transcontinental today announced the implementation of a Paper Purchasing Policy that promotes the use of environmentally preferable papers through a classification process that allows clients to make an informed choice regarding the paper they choose for their printing and publishing needs.

“Our goal was to develop a Paper Purchasing Policy that would promote sustainable development in a tangible way by giving our clients clear choices,” said Luc Desjardins, President and Chief Executive Officer, Transcontinental. “And, from a broader perspective, we’re proud that Transcontinental’s Paper Purchasing Policy is now part of our overall commitment to the environment.”

The policy promotes the use of paper with maximized post-consumer and de-inked recycled fibre and it encourages the use of paper made with pre-consumer recovered fibre or alternative fibres in preference to virgin wood fibre. Where virgin wood fibre is required, the policy states a preference for fibre from forests that are managed to conserve high conservation values and certified by a recognized organization. The policy is supported by a classification document which evaluates paper based on criteria like the total percentage of recycled fibre and the level of protection for ancient forests.

“The Paper Purchasing Policy was developed with both sustainable development and our clients in mind,” said Jean Denault, Corporate Vice President, Procurement and Technology, Transcontinental. “In many cases, Transcontinental clients are pleased to learn they are already using paper which promotes sustainable development and their particular environmental objectives; in other cases, they realize it would be simple to make that change.”

The Paper Purchasing Policy was developed with input from Markets Initiative, the leading environmental publishing advocate in North America. Transcontinental will continue to collaborate with Markets Initiative to ensure the Paper Purchasing Policy evolves and remains relevant to its environmental and sustainable development objectives.

“Transcontinental is the first major North American print-media conglomerate to take such a comprehensive step towards safeguarding our forests and our climate,” said Nicole Rycroft, Executive Director, Markets Initiative. “This is good news for caribou, forests such as the Boreal and for clients looking for environmental printing solutions. We look forward to other major North American and global printers and publishers developing environmental paper initiatives.”

Having implemented its first environmental policy in 1993, Transcontinental has often been recognized for its environmental initiatives, including a 2007 award from *PrintAction* magazine in the category Most Progressive Environmental Process. The company-wide environmental policies and procedures are



founded on three guiding principles: protection of the environment for present and future generations, reduction of risks and efficiency improvement, and introduction of improved technology and processes.

For more information about Transcontinental's Environmental Policy, including its Paper Purchasing Policy, please visit <http://www.transcontinental.com/en/3-who-we-are/3-7-1-environmental.html>

### **About Transcontinental**

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.

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