

P R E S S R E L E A S E

For immediate release

TRANSCONTINENTAL ACQUIRES THINDATA INC.

Montreal, March 11, 2008 – Transcontinental Inc. today announced the acquisition of ThinData Inc., Canada’s leading permission-based email marketing services firm. This partnering of industry leaders will shape the next evolution of marketing – bringing the best of print and direct marketing together with the power and speed of electronic marketing.

ThinData’s offering fits perfectly with Transcontinental’s value-added services growth strategy which includes expanding its premedia, database management, direct marketing and analytics and e-marketing capabilities to deliver unique solutions to its clients and its media properties.

“One of Transcontinental’s priorities is to develop new platforms for growth; working with ThinData, an email marketing leader, ensures our clients have the tools to optimise their marketing efficiency,” said François Olivier, President and Chief Executive Officer, Transcontinental. “Integrating new digital platforms like this with our expertise in direct mail and publishing makes Transcontinental an undisputed marketing partner.”

ThinData works with leading marketers and advertising agencies in Canada, and has received numerous awards and accolades for its innovative campaigns and its email marketing and online database management platform. ThinData, with its approximately 60 employees, will become part of the Premedia Group at Transcontinental under Nicky Milner’s responsibility.

“Transcontinental has worked with ThinData on integrated marketing campaigns, and we’ve seen first hand how they deliver the tools for success,” said Guy Manuel, President, Transcontinental Marketing Products and Services Sector. “The expansion of our strategic relationship brings together ThinData’s agility, innovation and leadership in the e-marketing space with Transcontinental’s expertise, resources and geographic reach. We are thrilled to welcome ThinData to the Transcontinental family.”

ThinData Co-Founders, CEO Chris Carder and Chief Technology Officer Chancellor Crawford, retain minority equity positions in ThinData and will continue in their respective roles.

“We’ve enjoyed a strong working relationship with Transcontinental for several years,” said Chris Carder. “The expansion of our relationship is filled with exciting opportunities and growth for all of ThinData’s staff, clients and strategic partners. We are thrilled to be joining such a respected organization that shares our vision and our values.”



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 Corporation 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 approximately 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2007.

About ThinData. The Email Authority.

ThinData Inc. (www.thindata.com) is a permission-based email marketing company that has been helping organizations establish and manage e-relationships for over 12 years. ThinData continues to accomplish this by providing clients email strategy, email creative and the proprietary industry-leading email marketing software ThinData EMS™. ThinData is recognized for its leading Internet Service Provider (ISP) relations expertise and publications including, The Marketer's Guide to Successful Email Delivery. ThinData's customers are some of North America's most recognized brands, including Aeroplan, Air Canada, Bank of Montreal, Sympatico / MSN, CBC, Canadian Blood Services, Delta Hotels, Points.com, Indigo, Cineplex, M&M Meats and Blockbuster Canada.

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