

*For immediate release*

**THE GLOBE AND MAIL AND LA PRESSE AMONG 50 BEST  
PRINTED NEWSPAPERS IN THE WORLD**

Montreal, March 12, 2008 – Transcontinental is pleased to announce that the daily newspapers *The Globe and Mail* and *La Presse*, Canada's most prestigious newspapers in the English and French markets respectively, have been accepted into the International Newspaper Color Quality Club for 2008. *The Globe and Mail* is printed at three Transcontinental plants in Canada, and *La Presse* is printed at the Montreal-based Transcontinental Metropolitan.

Membership in this elite club, which consists of the 50 best-printed newspapers in the world, is determined every two years in a unique international competition focused on newspaper quality. The competition is organized by the IFRA, the worldwide research and service organization for the news publishing industry.

François Olivier, President and Chief Executive Officer of Transcontinental, announced that he is honoured by this recognition. "Our newspaper-printing outsourcing model, which combines state-of-the-art technologies and a participatory work organization, allows publishers to entrust the physical production of their products to the experts and focus their resources on their main activity, which is to produce high-quality content, make the most of this content, and continue to develop their brands. This latest international honour shows that our outsourcing model delivers what publishers want and that it's a win-win situation for everyone. I would like to thank our teams of dedicated employees who are the primary reason for our success."

**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.

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