

PIERRE FITZGIBBON JOINS TRANSCONTINENTAL BOARD OF DIRECTORS

Montreal, October 8, 2009 – Transcontinental announced today that Pierre Fitzgibbon has been appointed to the Corporation’s Board of Directors. Mr. Fitzgibbon is President and Chief Executive Officer of Atrium Innovations, a leading developer, manufacturer, and marketer of science-based and professionally supported products for the health and nutrition industry.

“Further to the unanimous decision of our Board of Directors, I am proud to announce the appointment of Pierre Fitzgibbon to our Board,” said Rémi Marcoux, founder and Executive Chairman of the Board of Transcontinental. “The remarkable career of this experienced businessman, his strategic thinking and his broad knowledge of finance all contributed to his appointment.”

Note that J.V. Raymond Cyr has left the Transcontinental Board of Directors after 12 years of service. He was responsible for a number of different mandates which he handled with great professionalism as a member of the Board’s Audit Committee, the Board’s Human Resources and Compensation Committee and as the Board’s senior director. “It was an honour and always a pleasure to work with J.V. Raymond Cyr for all those years,” said Rémi Marcoux. “We will all miss his dedication, his exceptional knowledge and his business acumen. I sincerely thank him for his role in Transcontinental’s growth.”

For a number of years, Pierre Fitzgibbon was Vice-Chairman, Investment Financing at National Bank Financial. He was also Senior Vice-President, Finance, Technology and Corporate Affairs and member of the Executive Committee of National Bank of Canada. Prior to that he was Chief Financial Officer at TIW and President and Chief Executive Officer and Managing Director of New World PCS Ltd. and Telesystem International Asia Inc. He has also held executive positions at Domtar. In conjunction with his professional activities, Mr. Fitzgibbon sits on the Board of Directors of Atrium Innovations and the Caisse de dépôt et placement du Québec and participates actively in fundraising for charitable organizations. Mr. Fitzgibbon is a member of the de l’Ordre des comptables agréés du Québec. He is a graduate of HEC Montréal and has a management certificate from Harvard Business School.

About Transcontinental

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and in Mexico, and sixth-largest in North America. It is also the country’s leading publisher of consumer magazines and French-language educational resources, the second-largest community newspaper publisher, and its digital platform delivers unique content through more than 120 Web sites. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database



analytics, premedia, email marketing, and custom communications. Transcontinental is a growing company with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has approximately 13,000 employees in Canada, the United States and Mexico, and reported revenue of C\$2.4 billion in 2008. For more information about the Corporation, please visit www.transcontinental.com.

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