

TRANSCONTINENTAL LAUNCHES THREE WEEKLY NEWSPAPERS IN QUEBEC

Montreal, June 14, 2010 – Transcontinental Media today announced the launch of three new weekly newspapers in Quebec: *Point de vue Sainte-Agathe* and *Point de vue Mont-Tremblant*, in the Laurentians; and *Abitibi Express* in Val-d’Or and Amos in Abitibi. The newspapers will serve each of these regions with input from “citizen contributors” and with new digital services to benefit local business.

“Transcontinental is thrilled to deliver even more local content to communities and businesses in Quebec with both the print and online editions of *Point de vue Sainte-Agathe*, *Point de vue Mont-Tremblant* and *Abitibi Express*,” said Serge Lemieux, Transcontinental Media’s Vice President, Newspaper Division, Québec and Ontario.

The weeklies, complemented by their online counterparts, benefit local residents and business by telling the news that is important to them, and enhance Transcontinental’s commitment to local community solutions, a priority area for growth.

Point de vue Sainte-Agathe and *Point de vue Mont-Tremblant* are edited by Martin Leonard, and *Abitibi Express* is managed by Michel Chalifour. In addition to staff writers, the newspapers are inviting readers to act as “citizen contributors” and provide their input on local news using platforms including Facebook, Twitter and the newspaper’s website.

In Québec, Transcontinental Media publishes 63 community papers with a total weekly circulation of more than 2.5 million free copies delivered to households through its Publisac distribution network.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the country’s leading publisher of consumer magazines and of French-language educational resources, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily *Métro* in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec, thanks to its famous Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and email customized database, which allows users to maintain close relations with more than 6 million consumers. It also has more than 120 web sites, attracting more than 4.2 million unique visitors per month.



Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D), with operations in Canada, the United States and Mexico, with revenues of \$2.4 billion in 2009.

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For information:

Nancy Bouffard
Director of Communication
Transcontinental Media
Telephone: 514 392-2091
nancy.bouffard@transcontinental.ca
www.transcontinental.com