

Andrew Osmak is appointed Vice President Business Development to the *New Media and Digital Solutions Group* at Transcontinental Media

Montreal, March 17, 2011 – Transcontinental Media is pleased to announce the appointment of **Andrew Osmak as Vice President Business Development** to the *New Media and Digital Solutions Group* in Toronto. Mr. Osmak will provide strategic leadership to develop new partnerships between Transcontinental Media's digital advertising representation house and the largest content publishers in Canada, the United States and Europe. He will therefore be responsible for accelerating Transcontinental Media's partnerships to grow its third party representation offering, making it even easier for advertisers to effectively reach premiere audiences.

"With his extensive experience in business development, Andrew will play a key role within the digital team, helping to increase the exposure of our representation house and showcase our services on the market. His entrepreneurial thinking and expertise in developing strategic partnerships are very important assets, and I am thrilled to welcome him to Transcontinental Media" has declared Dominique-Sébastien Forest, Vice President, National Digital Solutions for the *New Media and Digital Solutions Group*.

Before joining Transcontinental Media, Andrew worked at Lavalife as a member of the senior management team. Andrew was the SVP Business Development & New Ventures responsible for partnerships companywide along with starting and managing Lavalife Mobile's rapid growth. Andrew was an active participant in the Mobile Marketing Association (MMA) in the USA and a founding co-chair of the MMA Canada.

Prior to Lavalife, Andrew worked in two venture funded startups; PhotoPoint and Fotiva (acquired by Adobe) in and around San Francisco where his duties included securing funding, early revenue generation and business development. Andrew originally came from the investment industry firstly with Loewen, Ondaatje, McCutcheon (LOM) and then with Wood Gundy of CIBC World Markets in Toronto. Andrew holds a Bachelors of Arts Hons. from the University of Western Ontario (Huron College).

To reach Andrew Osmak: (416) 218-3616 or andrew.osmak@transcontinental.ca.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$608 million in 2010, Transcontinental Media reaches, through its multiplatform offering, over 18 million consumers across Canada. The group is the largest publisher of consumer magazines and French language educational resources in Canada, and the largest publisher of local and regional newspapers in Quebec and the Atlantic provinces. Transcontinental Media publishes the weekday daily



Metro in Montreal and Halifax. It is also the leading distributor of door-to-door advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows marketers to connect efficiently with more than six million consumers. Transcontinental Media owns a wide digital network with some 250 websites.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada, the United States and Mexico, and reported revenue of C\$2.1 billion in 2010.

- 30 -

For more information:

Media

Katherine Chartrand
Director of Internal and External Communications
Transcontinental Media
Tel: (514) 392-2091
katherine.chartrand@transcontinental.ca