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PRESS RELEASE

For Immediate Release

Transcontinental Media Partners with Undertone[®] to Expand its Offering to Advertisers

And Becomes a Canadian Leader in Premium Digital Video Advertising Representation

Montreal, March 22, 2011 – Transcontinental Media is pleased to announce that it is significantly expanding its digital advertising representation offering thanks to a new partnership with Undertone, a leading provider of display, high impact and video advertising solutions. This agreement enables Transcontinental Media to provide Canadian advertisers with a full range of digital video ad solutions, namely pre-roll advertising spots in over 25 million online video clips played every month in Canada.

With a strong, growing presence in digital advertising representation, Transcontinental Media works tirelessly to ensure that Canadian agencies and marketers are delivering the highest quality digital ads to the best websites in Canada. By partnering with Undertone for digital video advertising in the Canadian market, Transcontinental Media adds a robust portfolio of video solutions, reaching premiere audiences that can be targeted by category (Women – Health – Men – Entertainment – Sports – Games and Technology), geography, day-part, and more.

“There is an extremely strong demand for video inventory amongst our advertiser and brand marketer clients,” said Bruno Leclaire, Senior Vice President of the New Media and Digital Solutions Group at Transcontinental Media. “Joining with Undertone helps us ensure that these clients have access to the highest quality digital video offerings in the Canadian market delivered on the best sites possible. It’s an unbeatable combination.”

Undertone in late 2010 [acquired Jambo Media](#), one of the largest suppliers of digital video ad distribution and technology, and is now a Top 20 video property in Canada, according to comScore*. The company added Jambo’s video player and content management technology to its portfolio and gained the ability to create premium video inventory for a market in which demand far outpaces supply.

“We’re excited about the opportunity to bring our portfolio of digital video solutions to this vital and growing market, and expect the partnership to reap significant benefits for both companies,” said Eric Franchi, co-founder and senior vice president of business development, Undertone.

An Incomparable Digital Offer

Undertone’s extensive video network complements Transcontinental Media’s digital offering, which comprises a portfolio of highly popular online destinations, including prestigious brands such as [ELLECanada.com](#), [CanadianLiving.com](#) and [TheHockeyNews.com](#), in addition to exclusive partnerships with some of the largest content publishers in North America. Today, the Transcontinental



Media digital network has more than 300 sites, reaching over 10 million unique visitors per month in Canada, as well as an inventory of 25 million online video clips played every month in the country.

About Transcontinental

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. In addition, its digital platforms deliver unique content through more than 250 websites. Transcontinental also offers interactive marketing solution that use new communications platforms supported by marketing strategies and planning services, database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 10,500 employees in Canada, the United States and Mexico, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit www.transcontinental.com.

About Undertone

Undertone delivers quality display and video experiences for advertisers, publishers and the global audiences they serve. Undertone's Digital Advertising Suite™ is a unified platform that supports targeting, optimization and reporting across multiple formats. Armed with the insights to turn data into better decisions, Undertone helps marketers around the world create value from their online investments. For more information, go to www.undertone.com.

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