



PRESS RELEASE
For immediate release

TRANSCONTINENTAL MEDIA AND HEARST CORPORATION ENTER IN PARTNERSHIP
Hearst Completes Acquisition of Interest in Les Publications Transcontinental-Hachette Inc.

NEW YORK and TORONTO: June 1st, 2011 – Transcontinental Media and Hearst Corporation have announced today that Les Publications Transcontinental–Hachette inc. is now becoming Les Publications Transcontinental–Hearst inc. Hearst Corporation completed its acquisition of a 49% interest in Les Publications Transcontinental–Hachette inc. in Canada as part of its overall acquisition of the international magazine businesses of Lagardère.

Les Publications Transcontinental–Hachette inc. is a joint venture of Transcontinental Media and Lagardère, which publishes the *ELLE Canada* and *ELLE Québec* magazines. With this transaction, Hearst Corporation is completing the acquisition of Lagardère's interest in Les Publications Transcontinental–Hachette inc.

Commenting on the completion, Duncan Edwards, president and CEO of Hearst Magazines International, said, “We are delighted to have closed the transaction in Canada and we are very pleased to have become partners with Transcontinental Media in what is an outstanding business. We are looking forward to working with Pierre Marcoux and his management team and we are excited about the future.”

Pierre Marcoux, senior vice president, business and consumer solutions group, Transcontinental Media added, “We are pleased to now be partners with Hearst which is one of the most respected media companies in the world. This is a company that has the highest possible standards of editorial quality and innovation, and has shown that it has a strong belief in a bright future for the magazine business here in Canada and across the globe. ”

As a consequence of the transaction, Les Publications Transcontinental–Hachette inc. is officially changing its name to Les Publications Transcontinental–Hearst inc. with immediate effect. The *ELLE Canada* and *ELLE Québec* magazines will continue to be published by Les Publications Transcontinental–Hearst inc.

About Hearst Corporation

Hearst Corporation (www.hearst.com) is one of the nation’s largest diversified media companies. Its major interests include ownership of 15 daily and 38 weekly newspapers, including the *Houston Chronicle*, *San Francisco Chronicle*, *San Antonio Express-News* and *Albany Times Union*; hundreds of magazines around the world, including *Good Housekeeping*, *Cosmopolitan*, *ELLE* and *O, The Oprah Magazine*; 29 television stations, which reach a combined 18% of U.S. viewers; ownership in leading cable networks, including



Lifetime, A&E, History and ESPN; as well as business publishing, including a minority joint venture interest in Fitch Ratings; Internet and marketing services businesses, television production, newspaper features distribution and real estate.

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. Thanks to a wide digital network of more than 300 websites, Transcontinental Media reaches over 10 million unique visitors per month in Canada.

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.

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