



PRESS RELEASE
For immediate release

Transcontinental Media Strikes New Partnership with Ziff Davis to Expand its Offering to Advertisers

*With the Addition of Premium Technology Properties to its Digital Network,
including PCMag.com*

MONTREAL, June 9, 2011 – Transcontinental Media is pleased to announce that it is once again growing its digital advertising representation offering thanks to a new partnership with Ziff Davis, Inc. one of the world's best-known publishers of leading technology-based digital content products. This exclusive agreement enables Transcontinental Media to represent the Canadian ad inventory for Ziff Davis' flagship property, PCMag.com, as well as ExtremeTech.com and Geek.com.

By partnering with Ziff Davis, Transcontinental Media bolsters yet another category of its digital network – Technology – complementing its portfolio with three renowned sites, reaching an audience of tech influencers and buyers. PCMag.com, ExtremeTech.com and Geek.com feature trusted and comprehensive lab-based reviews of the newest and hottest products, including the world-renowned *PCMag Editors' Choice Awards*, the most trusted buying recommendations for technology products and services across the globe. Transcontinental Media is now offering high impact advertising opportunities on these sites, including sponsorships and custom ad units that can be targeted by category, brand, and audience.

"We are truly pleased to have become partners with Ziff Davis and to have the opportunity to represent their signature brand PCMag.com, one of the oldest, most reputable properties in tech media" said Andrew Osmak, Vice President Business Development for the New Media and Digital Solutions Group at Transcontinental Media. "Joining with Ziff Davis helps us expand our digital offering to provide Canadian agencies and marketers with the opportunity to reach premiere audiences."

Anurag Harsh, Senior Vice President of Business Development at Ziff Davis added: "We're excited about the potential of our new partnership with Transcontinental Media, a multiplatform media group that has become an expert at developing creative, integrated marketing campaigns to better serve its business partners. This will give our sites the opportunity to be a part of greater marketing initiatives and unique campaigns for Canadian advertisers. This was a key factor in our decision to go ahead with this promising exclusive agreement."

With this new agreement, Transcontinental Media reaffirms its position as one of the leaders in digital advertising representation in the Canadian market.

An Incomparable Digital Offering

Transcontinental Media's digital offering 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, Transcontinental Media reaches over 10 million unique visitors per month in Canada through more than 300 websites, and an inventory of 25 million online video clips played every month in the country.



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.

About Ziff Davis

Ziff Davis, Inc. is a leading digital media company specializing in the technology market, reaching over 40 million highly engaged in-market buyers and influencers every month. Ziff Davis sites, which feature trusted and comprehensive evaluations of the newest and hottest tech products, include PCMag.com, ExtremeTech.com, Geek.com and LogicBUY.com. Ziff Davis also operates BuyerBase™, the most advanced ad targeting platform focused on reaching tech buyers. More information on Ziff Davis can be found at ziffdavis.com.

- 30 -

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