

TC Media to Represent Cinoche.com

MONTREAL, April 12, 2012 – [TC Media](#) is pleased to announce that [Cinoche.com](#) has given it exclusive rights to represent Cinoche.com for digital advertising in the Quebec market. Cinoche.com is hugely popular with movie-goers all across Quebec and receives 524,000 unique visitors and more than five million page views a month. TC Media is thus again expanding its digital offering in the “Entertainment” category.

“Cinoche.com is the flagship brand for everything movie-related in Quebec. It provides accurate, real time information in every region of the province, making it the front runner in the market. It is a quality addition to our portfolio for local and national advertisers,” said Dominique-Sébastien Forest, Vice President, National Digital Solutions, TC Media.

“We wanted an advertising representative who knows the Quebec public well. TC Media has a large network of national advertisers and a highly developed hyperlocal network through its community newspapers. It makes perfect sense for us to work closely together,” said Joé Bussière, General Manager, Cinoche.com.

A mobile iPhone app has been available for Cinoche.com since January 2012.

About Libéo and Cinoche.com

Founded in 1996 and headquartered in Quebec City, Libéo (formerly known as SYS-TECH) is a leading provider of Web interactive and Web applications based on free and open-source software. The team of some 50 dedicated professionals headed by Jean-François Rousseau and Joé Bussière handles everything from strategic planning to concepts, design, development and technology infrastructure. Libéo has been developing Cinoche.com since 2003.

Libéo is a member of several associations: VETIQ, Réseau Action TI, Alliance Numérique, AQT and APELL.

About TC Media

As one of Canada’s leading providers of media and marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activate customers’ marketing. TC Media is one of Canada’s largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has 3,800 employees, owns several well-known consumer and business media brands that are leveraged across multiple platforms. TC Media is also the leading provider of local and regional information in Quebec and the Atlantic provinces through its extensive network of community papers and online portals. TC Media is the co-owner of the *Metro* weekday daily in Montreal and Halifax. It is also the leading door-to-door distributor of advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. TC Media is a leader in Canada’s digital industry in terms of both media properties and online advertising representation. With its extensive network of more than 1,000 websites, TC Media reaches 13.7 million unique visitors per month in Canada. The group also offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting

relationships between brands and consumers. TC Media leverages its insights, marketing expertise and proprietary technology to anticipate and meet consumer needs using new interactive communication platforms: mobile, data analytics, email marketing, e-flyers and custom content and communications. TC Media is also active in book publishing and distribution and is the largest publisher of French-language educational resources in Canada.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 11,000 employees in Canada and the United States, and reported revenues of C\$2.0 billion in 2011. For more information about the corporation, please visit www.tc.tc.

- 30 -

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