

TC Media Enhances Content Offering by Starting New Television Production House

MONTREAL, Monday, April 16, 2012 – [TC Media](#) is proud to announce that it will soon be starting a new television production house to create content for all communication platforms, from TV channels for general consumption to new Internet and mobile media for on-demand delivery. The TC Media production house opens in June 2012 and will be headed by Philippe Lapointe, Senior Vice President, Multiplatform Development Solutions.

Natalie Larivière, President of TC Media, says “starting a production house is key to our strategy of developing a multimedia offering for TC Media customers and consumers. It means that the content produced can now be delivered on multiple platforms – print, television and digital – providing more effective communication between audiences and brands.”

“The new television production house will bring greater visibility to the brands of TC Media and its business partners and customers, attract a larger audience and provide enriched content on new platforms that use the Internet, mobile devices and social media.”

The team is expanding!

Given the launch of the new production house, TC Media is also announcing the appointment of Sylvia Côté as General Manager and Executive Producer, and Catherine Lejeune as Development Director. Sylvia Côté will start on Monday, April 16 and Catherine Lejeune, on May 1.

“I am pleased to welcome Sylvia and Catherine, two great professionals who have made their mark in the media industry in Québec,” said Philippe Lapointe. “Their presence signals our aim of quickly bringing TC Media to prominence as a company that produces top-quality TV content.”

Sylvia Côté will hold the newly created position of general manager and executive producer. She will oversee production house operations and supervise TV show development projects. Ms. Côté has a strong background in production, delivery and management for TV and radio. She was the programming VP for Ztélé, and general manager for Astral Media’s NRJ and RockDétente radio stations in Montreal. Sylvia Côté also headed TVA Productions from 2007 to 2011.

As development director, **Catherine Lejeune** will be responsible for developing television and multiplatform content. Ms. Lejeune has more than 20 years of experience in TV (magazine, information, public affairs, documentary and fiction). She also directed the cultural, social and documentary programming at Télé-Québec as of 2007. Prior to that, she was script editor and content advisor for various shows.

Since assuming his duties on October 31, 2011, Philippe Lapointe has been building a solid team of specialists in cross-platform content development. Jocelyne Morissette is General Manager, Multiplatform Media Development, and Pierre Tremblay is General Manager, Multiplatform Production.

About TC Media

One of Canada’s leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers’ marketing. TC Media is one of Canada’s largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has about 3,800 employees, owns a number of major 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. It is 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 the digital industry in Canada in media properties and online advertising representation. With its extensive network of more than 1,000 websites, TC Media reaches more than 13.7 million unique visitors per month in Canada. The group offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: 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.

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