

TC Media acquires a majority stake in Redux Media

MONTREAL, May 17, 2012 – [TC Media](#) is pleased to announce it has completed the acquisition of a majority stake in Redux Media, a leading online advertising network. [Redux Media](#) manages mass online display inventory, optimizing it into custom-targeted and brand-safe advertising channels. The company delivers over 12 billion monthly impressions to more than 80 million unique visitors in Canada and the US (comScore Media Metrix - April 2012). Redux Media's Real-Time bidding (RTB) solution enables 5,000 publishers to offer advertisers maximum return on investment across 15 content channels.

The transaction is in line with TC Media's strategy of broadening its existing digital network. TC Media and Redux Media's combined offering will allow the two companies to reach more than 18.7 million unduplicated unique visitors per month or two thirds of all online Canadians.

"We are eager to start our relationship with Redux Media," said Dominique-Sébastien Forest, Vice President, National Digital Solutions, TC Media. "This new partnership offers a strong unique proposition to our customers by providing access to Real-Time bidding (RTB), private exchange and arbitrage advertising platforms with cutting-edge network capabilities to better serve advertisers and agencies."

Real-Time bidding has been greatly changing the face of online advertising and industry predictions forecast exponential growth in coming years. Offering new and highly efficient ways of targeting audiences, RTB allows advertisers and agencies to bid and purchase ad impressions in real time. RTB is a great complement to other digital advertising strategies such as reserved pre-paid advertising space, allowing for a maximum return on investment.

"Partnering with TC Media is a great opportunity," says Claude Dugas, President, Redux Media. "The agreement enables us to continue to build on the excellent reputation and brand Redux has created over the past six and a half years while benefiting from being part of the TC Transcontinental family. Moreover it enhances our product offering and provides advertisers all the state-of-the-art tools to maximize their campaign performance."

Going forward, TC Media will be able to count on the Redux Media team and brand to continue developing its digital display-advertising network and to remain at the forefront of the digital marketing industry. Hence all employees and management will remain in place and in their current roles.

About Redux Media

With growth of more than 64% over the past twelve months (comScore Media Metrix Ad Trend Report), Redux Media Inc. has become the fastest growing Canadian brand-safe advertising network. By partnering with quality websites, Redux helps to connect content publishers with brand advertisers through a wide array of online advertising placements such as behavioral, site-specific, channel and run-of-network targeting delivered across display, video and mobile networks. Using cutting-edge technology and the

Redux Ad Management Platform (RAMP), Redux Media creates an optimal audience match for advertisers and the highest ROI possible.

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 3,500 websites, TC Media reaches 18.7 million unique visitors per month in Canada and 54 million in the United States, for a combined reach in North America of 72.7 million unique visitors. 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.

Forward-looking Statements

This press release contains certain forward-looking statements concerning the future performance of the Corporation. Such statements, based on the current expectations of management, inherently involve numerous risks and uncertainties, known and unknown. We caution that all forward-looking information is inherently uncertain and actual results may differ materially from the assumptions, estimates or expectations reflected or contained in the forward-looking information, and that actual future performance will be affected by a number of factors, many of which are beyond the Corporation's control, including, but not limited to, the economic situation, structural changes in its industries, exchange rate, availability of capital, energy costs, increased competition, as well as the Corporation's capacity to engage in strategic transactions and integrate acquisitions into its activities. The risks, uncertainties and other factors that could influence actual results are described in the *Management's Discussion and Analysis* and *Annual Information Form*.

The forward-looking information in this release is based on current expectations and information available as at March 13, 2012. The Corporation's management disclaims any intention or obligation to update or revise any forward-looking statements unless otherwise required by the Securities Authorities.

For more information or interview requests:

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