

*For Immediate Release***TRANSCONTINENTAL INC. RENEWS AND EXPANDS SIX MULTI-YEAR AGREEMENTS VALUED AT OVER \$1.5 BILLION IN REVENUES WITH MAJOR RETAIL CUSTOMERS**

Montreal, June 5, 2012 – Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D) today announced that since January it has renewed and expanded six multi-year agreements valued at over \$1.5 billion in revenues with major Canadian retail customers in the food, hardware, consumer goods and pharmaceutical verticals. These customers are both from its newly acquired customer base, from its Quad/Graphics Canada, Inc. acquisition closed on March 1<sup>st</sup>, as well as its long standing customer base. These agreements have been extended for periods varying from three to six years and besides printing, include flyer distribution through its renowned Publisac in Quebec and often include many other products and services from the Corporation's new marketing and media services, such as e-flyers, email marketing, mobile solutions, database analytics, premedia and custom communications.

“These renewals were accelerated by the closing of our Quad/Graphics Canada, Inc. transaction. They are a testament to the strength of our customer relationships and the confidence they have in our ability to execute their integrated marketing communication programs, the quality of our state-of-the-art national printing platform and of our flyer distribution network, the reach of our national media properties and the success of our strategy to expand our product and service offering into new marketing and communication services. In fact, our customers are convinced, as are we, that we can help attract, reach and retain their customers by ramping up the use of our new marketing services over time, in response to consumers’ changing needs. We are delighted to have extended and expanded our partnerships with them as they provide a winning combination: higher marketing ROI for our customers and more revenue streams in our new marketing products and services offering, in line with the pursuit of our transformation,” said François Olivier, President and Chief Executive Officer.

**Profile**

TC Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and the fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. TC Transcontinental is also the leading door-to-door distributor of advertising material in Canada through its Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 3,500 websites, the Corporation reaches over 18.7 million unique visitors per month in Canada. TC Transcontinental also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 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](http://www.tc.tc)

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