

*For Immediate Release***JENNIFER F. MCCAUGHEY ELECTED PRESIDENT OF THE CANADIAN INVESTOR RELATIONS INSTITUTE (CIRI)
QUEBEC CHAPTER AND APPOINTED TO THE CIRI NATIONAL BOARD**

Montreal, July 13, 2012 – Transcontinental Inc. (TSX: TCL.A TCL.B TCL.PR.D) is proud to announce that Jennifer F. McCaughey, Senior Director, Investor Relations and Financial Communications, has been elected President of the Canadian Investor Relations Institute (CIRI) Quebec Chapter and appointed to the CIRI National Board. Ms McCaughey has been a member of the Board of Directors of CIRI Quebec for two years. She has been working at TC Transcontinental for over ten years and has been head of Investor Relations for over five years. Her background is primarily in finance, having worked previously in financial consulting and as a sell side analyst. She has a Bachelor of Commerce degree from McGill University and holds the Chartered Financial Analyst (CFA) designation.

“We are very fortunate and excited to have someone of Jennifer’s experience and knowledge as the next President of CIRI Quebec and a member of the CIRI National Board. I could not think of a better person to continue the hard work and dedication of outgoing CIRI Quebec President Eddy Miller,” said Tom Enright, President and CEO of CIRI.

“It is an honor to have been elected President of CIRI Quebec. I look forward to continue to advance the stature and credibility of the investor relations profession by focusing on three themes: Education, Engagement and Exposure. In essence, I believe we need to continue to provide relevant professional development activities to our members, proactively engage the investor relations community and raise awareness of the benefits of investor relations for public corporations. I am very pleased to be working with the members of the Quebec and National Boards to achieve these objectives,” said Jennifer F. McCaughey.

About CIRI

CIRI is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI contributes to the transparency and integrity of the Canadian capital market by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. With more than 600 members and four chapters across the country, CIRI is the voice of IR in Canada. For further information, please visit www.ciri.org.

About TC Transcontinental

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 major 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 10,000 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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