

TC Media Announces Strategic Partnership with Glacier Media

The two media companies will join forces to offer unparalleled digital opportunities for advertisers

MONTREAL, August 1, 2012 – [TC Media](#) is glad to announce that it has concluded a strategic digital partnership with [Glacier Media Inc.](#), a publicly traded, Canadian media company with its headquarters in Vancouver, British Columbia. Glacier Media is publisher of daily and weekly newspapers in addition to business information products throughout Western Canada, Ontario and Quebec. As part of this new partnership, TC Media will from now on represent national online advertising sales on Glacier Media's digital properties. Meanwhile, Glacier Media will also benefit from TC Media's extensive network to increase its reach in its local markets.

In addition, Glacier Media will distribute e-flyers and digital promotional offers from TC Media's advertisers on its properties, thereby generating additional leads for them.

"This new partnership with Glacier Media, an important media player in Western Canada, strengthens our positioning in that region", stated Dominique-Sébastien Forest, Vice President, National Digital Solutions, TC Media. "Through our combined network, local and national advertisers will be able to access communities and audiences from coast to coast."

"Partnering is one of the quickest, most effective ways of expanding and growing a business. This is not just a representation agreement for Glacier Media, but a true marriage of digital strengths between companies to strategically support each other's long term vision. We are proud to partner with such a forward-thinking organization as TC Media", added Shelly Wilson, Vice President Digital Sales, Glacier Media.

With over 60 trusted hyper local websites in the western provinces, Glacier Media's portfolio is a great complement to TC Media's digital network.

About Glacier Media

Glacier Media Inc. is an integrated information media company focused on the provision of primary and essential information and related services through print, electronic and online media. Glacier's core businesses; trade, business and professional information markets as well as community media via newspapers, websites and related publications are the primary source of information for the communities they serve. Glacier reaches millions of readers from British Columbia through to the western border of Manitoba, Ontario, Quebec and Rhode Island in the United States. The Trade Information Group publishes a variety of trade magazines, directories, newsletters, and specialty websites. This group is well diversified and comprises one of the largest sources of specific trade information in Canada. Publishing sectors include Agriculture, Automotive, Communications, Construction, Dental, Electronics, Energy (Oil & Gas), Environment, Commerce, Government & Education, Insurance, Laboratories, Manufacturing, Medical, Mining, Occupational Health & Safety, Plastics, Retail, Scott's Directories, Trucking & Transportation and Telecommunications. The Business and Professional Information Group publishes a variety of directories, technical manuals, research and development materials, medical education, electronic databases,

investment information and specialty websites. This group includes a unique collection of businesses that provide essential information to the legal, environmental, medical, pharmaceutical and publishing industries amongst others. www.glaciermedia.ca

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 owner of the *Metro* weekday daily in Montreal and co-owner of *Metro* 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. 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 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.

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For more information or interview requests:

TC Media

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