

**Press release***For immediate release***TC Media Announces Departure of Eric Schneider**

**MONTREAL, August 8, 2012** – [TC Media](#) announces the departure of Eric Schneider, Senior Vice President, Marketing Solutions & Customer Engagement, and founder of Totem Brand Stories. Mr. Schneider has decided to leave the organization as of September 14, 2012, to pursue other personal and professional endeavours. TC Media will announce a successor to Schneider shortly.

Ted Markle, Senior Vice President, Content Solutions at TC Media, would like to take this opportunity to highlight his contribution: “Eric is an entrepreneur and visionary. He has been instrumental in developing and crafting Totem as we know it today, and has always been wholly committed to building Totem’s equity and growing the company. In doing so, Eric contributed to enhance TC Media’s content solutions offering. On behalf of TC Media, I would like to thank Eric for his passion and invaluable contribution over the past few years and wish him the very best in his future endeavours.”

“It’s a privilege to have been at the helm of Totem for so many years and to have assembled such a talented, creative and dedicated team”, declared Eric Schneider. “I am proud that Totem continues to prevail with its unique positioning in the marketplace and that it is now established as a cornerstone of TC Media’s offering. Thanks to its team of seasoned leaders, I have no doubt that Totem will continue to thrive as part of the TC Media family. While this wasn’t an easy decision, as an entrepreneurial spirit, I feel like this is the right timing for me to move on.”

Since its very beginning in late 1998 and over its many years of growth, Totem Brand Stories (then known as Redwood Custom Communications) defined the purpose and potential of custom publishing and branded content. In 2008, TC Media (Transcontinental inc.) acquired Totem as part of a strategic move to develop its marketing communications offering. Eric then became a member of the sector management committee, leveraging his expertise in branded content and custom media to help position TC Media as a key player in this market.

**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](http://www.tc.tc).

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**For more information or interview requests:**

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