

TC MEDIA AND BRUNSWICK NEWS INNOVATE IN THE JOB MARKET WITH JOBGO.CA

With its unique recruitment formula and performance-based rates, JobGO.ca makes a stunning entry into the Quebec job market

Montreal, September 27, 2012 – Quebec employers will no longer be able to do without <u>JobGO.ca</u>! <u>TC</u> <u>Media</u> and <u>Brunswick News</u> are proud to launch JobGO.ca, a job search site with a new recruitment formula and performance-based rates designed to serve employers better. Also, with its huge pool of geographically targeted positions, JobGO.ca gives employers greater visibility due to the scope of TC Media's network of properties.

"*JobGO.ca* meets the needs of job applicants, and of employers who are looking for efficient and powerful solutions to their staffing needs, said Bruno Leclaire, Senior Vice President, Digital Solutions, TC Media. *JobGO.ca* has a major presence on social networks (Facebook, Twitter, Pinterest, LinkedIn), to make sure it reaches people who are mobile and well-connected."

JobGO.ca delivers results and optimal performance to employers through its cost-per-click format, where employers pay based on the number of times each position is viewed. The employer also has the flexibility to set a maximum number of clicks per posting and to display or remove job offers at any time.

The user-friendly *JobGO.ca* platform makes the job search process quick and easy for online job seekers, free of charge. They can set preference-based job alerts, upload several resumes and cover letters and target their searches by region, city and category. Online job seekers will also be able to quickly apply for jobs via their LinkedIn profiles.

The *JobGO.ca* platform was developed in partnership with <u>CareerBeacon.com</u>, the market leader in online recruiting in the Atlantic provinces. CareerBeacon.com is property of Brunswick News Inc., part of the J.D. Irving Ltd. group of companies.

"In October 2011, we extended our partnership with TC Media so they could leverage CareerBeacon's market leadership to offer employment postings in the Atlantic provinces, explains James C. Irving, Vice President, Brunswick News Inc. *JobGO.ca* is a step further in our collaboration and has allowed us to jointly develop a high-performance platform with a new brand image adapted to the Quebec market."

With the launch of *JobGO.ca*, TC Media and Brunswick News have expanded their services to employers and job seekers in every sector.

About Brunswick News Inc.

Brunswick News Inc. is one of Atlantic Canada's most dynamic media groups, serving up a comprehensive package of news and information to readers throughout New Brunswick each day. Its growing network of media properties includes New Brunswick's daily newspapers, over a dozen weekly newspapers, flyer distribution services, magazines, commercial printing and distribution operations, as well as New Brunswick's most authoritative online news site, www.telegraphjournal.com. Brunswick News offers unmatched advertising and marketing solutions for large and small advertisers alike.



About TC Media

One of Canada's leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers' marketing. TC Media is one of Canada's largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has about 3,800 employees, owns a number of major 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. It is owner of the Métro weekday daily in Montreal and coowner 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 the digital industry in Canada in 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 offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: 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<u>www.tc.tc</u>.

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For more information or interview requests:

Media Katherine Chartrand Director of Internal and External Communications TC Media Telephone: 514 392-2091 katherine.chartrand@tc.tc