

*For Immediate Release***TC Media signs partnership agreement with *La Terre de chez nous***

Montreal, February 14, 2013 - TC Media is pleased to announce that it has signed a partnership agreement with *La Terre de chez nous* (TCN) to handle the advertising representation for TCN's four new regional agricultural monthlies, published under the name *La Terre de chez nous en région*. The TC Media sales teams in charge of community newspapers in Québec will be responsible for selling these publications in the Québec market. The first official issues of *La Terre de chez nous en région*, which will cover western, central and eastern Québec and the Montérégie, will be delivered to TCN subscribers starting this week.

"We are delighted to be teaming up with the professionals at *La Terre de chez nous* and accompanying them on this new adventure to enrich their content offering. For us this is a very promising business partnership because it enhances our advertising offering by providing a highly targeted clientele for our advertisers, with rich and specialized content focused on agricultural areas," noted Sébastien Nadeau, Vice President, Local Sales, Local Solutions, Québec and Ontario, at TC Media. "This agreement shows TCN's trust in us and our sales force."

"With the help of seasoned local reporters and contributors who are well-established in their communities, these new publications will showcase the dynamic realities of agriculture in the regions," said André Savard, Manager of *La Terre de chez nous*. "It was a natural step for us to set up a business partnership with TC Media, the leader in local and regional information in Québec, as it gives us the benefit of experienced local sales teams who are thoroughly familiar with their local communities."

TCN has been published since 1929 and will continue to cover major issues, markets and production, while the monthly publications under *La Terre de chez nous en région* will keep their readers up-to-date on local and regional news. These publications are aimed at agricultural producers as well as key players and citizens in rural areas, and will be even closer to the daily experience of farmers and rural communities.

About TC Media

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc.

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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