

## **TC Media welcomes Lusio Films**

**MONTREAL, March 20, 2013** – [TC Media](#) is pleased to announce that Lusio Films, which produces fiction and documentary content for film, television and multiplatform use, is joining its group. This alliance demonstrates TC Media's commitment to further developing its TV production offering and multiplatform delivery. Lusio Films will continue to thrive as part of TC Media and will work jointly with TC Media's network and resources.

Lusio Films will operate as a separate entity and will keep the personality that has brought it recognition in the marketplace. Supported by TC Media, Lusio Films will continue to produce bold, original and high-quality content.

"By working with Lusio Films, TC Media is showing that it plans to carve out a key place in the TV production landscape in Quebec," said Philippe Lapointe, Senior Vice President, Multiplatform Media Development. "We are delighted to add producers as outstanding as Jacques Blain and Marie-Dominique Michaud to our team."

"Working closely with TC Media, which is also a well-known content producer, will help us create synergies and ramp up the development of our projects," noted Jacques Blain, producer and founding president of Lusio Films. "We will also be able to work together on developing the television offering of TC Media, which already enjoys excellent visibility with its several successful shows."

### **Jacques Blain**

Jacques Blain has worked in the TV and film production industry for over 30 years and knows every aspect of it. With a Bachelor of Arts degree and training in law, Jacques has had an impressive career right from the start, helping to found a number of organizations and producing exceptional content that has won numerous awards in Canada and abroad. His characteristic excellence and originality can be recognized in all his productions, from *La Vie la vie* to *C.R.A.Z.Y.*, and including *Hommes en quarantaine*, *Temps Dur* and *Deux frères*.

### **Marie-Dominique Michaud**

Marie-Dominique Michaud joined Jacques Blain in 2010 as a producer with Lusio Films inc. Co-founder and managing director of a social marketing organization, designer and producer of multiplatform projects, her atypical path gradually led her to her passion for producing content, which she now lives through Lusio Films, where her responsibilities encompass the development and production of television, film and multiplatform projects. Her first transmedia project, called *Les enfants de La Bolduc*, has won many prestigious nominations and awards, including an Interactive Commarts, a Digi Award and a Numix.

**About Lusio Films**

Founded in 2010, Lusio Films produces fiction and documentary content for film, television and multiplatform use. The Lusio Films team focuses on developing bold, original high-quality content. Now engaged in production and development, with innovative projects in its three areas of activity, Lusio Films is proud to have released its first transmedia project, *Les enfants de La Bolduc*, in 2011, and its first feature, *Le Torrent*, in 2012.

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

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**For more information or interview requests:**

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