

Danièle Henkel to be a columnist for *Les Affaires* newspaper

Montreal, April 17, 2013 – *Les Affaires* is pleased to announce that Danièle Henkel, the entrepreneur who heads Entreprises Danièle Henkel and the dragon on the Quebec version of the tv show *Dragon's Den* (*Dans l'œil du dragon*), will be writing a monthly column for *Les Affaires* newspaper starting on May 11, 2013. This new collaboration reflects *Les Affaires*' interest in promoting the entrepreneurial values that are integral to its DNA and have contributed to its success for the past 85 years.

Danièle Henkel's column will be a source of motivation and valuable advice on being an entrepreneur and manager. Readers will appreciate her business acumen, her skills as a communicator and her accessibility, since she gives many presentations and lectures to encourage more people to get into business. With her experience as the founder of a company that sells beauty care & aesthetics products, she has become an accomplished businesswoman and a model for the Quebec business community.

"We were looking for a leading figure who knows the scene and can motivate entrepreneurs and executives. Danièle is the perfect person for that," says Géraldine Martin, Assistant Publisher and Editor-in-Chief of *Les Affaires* Group. "She is a success and she has inspired a great many men and women to go into business and to keep at it until they realize their dreams."

"I was totally delighted to accept the invitation from *Les Affaires* to write a monthly column, and I will bring that same enthusiasm to sharing what I know with my readers," says Danièle Henkel. "For me, it is an enormous privilege to have an opportunity to reach out by talking about my passion, my values and my business experience. I truly hope that I will be able to help people understand my vision of the business world and how to operate within it."

According to a spring survey by the independent Print Measurement Bureau (PMB), among all the business publications in Canada, *Les Affaires* gets top scores from readers in terms of time spent reading each issue and content quality. Its readership has grown 5% over last fall, to 248,000 readers.

About *Les Affaires* Group

Les Affaires Group is the leading provider of information and analytical content for Québec business people. To date, the Group has the largest business and finance news desk in Québec, with a team of more than 45 employees. Every month, according to a 2012 IPSOS survey, *Les Affaires* Group reaches 534,000 people through its print platforms, online activities and events. *Les Affaires* Group, a member of TC Media, produces *Les Affaires* newspaper, lesaffaires.com, *Les Affaires* Events, the management magazine PREMIUM, and the personal finance magazine A+.

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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