

Pierre Marcoux is awarded Ambassador title by the Université de Sherbrooke

Montreal, April 25, 2013 – TC Media is pleased to announce that Pierre Marcoux, Senior Vice President, Business Information Solutions and Education at TC Media, will be awarded the title of Ambassador of the Université de Sherbrooke's Faculty of Theology and Religious Studies. This evening, the university's Foundation will hold its recognition gala to honour the Ambassadors named in 2013.

Mr. Marcoux is being recognized for his contribution, through his activities and community engagement, to enhancing the university's reach. Before leaving for Toronto three years ago, Mr. Marcoux had been involved for several years with the organization *Le Boulot vers...*, whose mission is to help reintegrate troubled youth aged 16 to 25 into society and the workplace. He has also been active with *Centraide / United Way Canada* for a number of years, as has TC Transcontinental, supporting the organization in its mission to create a better society by improving quality of life and building community.

"I am honoured to join the Université de Sherbrooke Ambassadors," said Pierre Marcoux. "I greatly enjoyed the years I spent studying there and am glad to represent this peerless institution in my work and my community."

Having received his bachelor's degree in Theology and Communications from the Université de Sherbrooke, Pierre Marcoux also holds a Master's Degree in Journalism, Media, Management from Northwestern University in the United States.

About the Alumni Recognition Gala (*Gala du rayonnement*)

The Alumni Recognition Gala is an expression of the Université de Sherbrooke's pride in its alumni, particularly those who will inspire future generations on the path to excellence. The event is also an opportunity to pay tribute to leading figures in society who care about the University's development and who, through their professional activities and networks, unfailingly support their *alma mater*. Since 1995, the Université de Sherbrooke has awarded the title of Ambassador to 199 exceptional individuals and four organizations. The 200-odd members of this select club inspire the whole university and contribute to the enhancement of its reputation around the globe.

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.



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- 30 -

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