

For Immediate Release**TC Transcontinental wins two prizes at 2013 Gutenberg Awards**

Montreal, May 3, 2013 – Once again, TC Transcontinental has earned industry recognition for the know-how and innovation of its master printers and its excellent state-of-the-art facilities, winning two grand prizes at the 31st Gutenberg Gala held on April 30, 2013. Transcontinental Saint-Hyacinthe and Transcontinental Transmag each distinguished themselves by taking home a trophy from the Montreal event, which was attended by about 200 members of the print community.

Transcontinental Saint-Hyacinthe won the Innovation Challenge award in the Marketing category for its panoramic insert, *Panoramax*, which was introduced last fall and is unique in the Canadian marketplace. Transcontinental Transmag, for its part, won top honours in the Technical Challenge, Publishing/Newspapers category, for the special Paillard issue (client: Gesca – *Le Soleil*). In addition, Transcontinental Quebec, Transcontinental Interweb Montreal and, again, Transcontinental Transmag received honorary certificates as finalists in several different categories. Plus, Transcontinental Ross-Ellis worked in collaboration with a key supplier for the production of the boxed set for the *Lord of the Rings Extended Edition*, earning it top honours in the Technical Challenge, Packaging category, and on the concept for the winning casing in the Technical Challenge, Corporate Communications category.

“The multiple Gutenberg awards our team won shows the dedication of those who work in our printing plants, and speaks to their exceptional skill at executing our clients’ marketing projects,” said Brian Reid, President of TC Transcontinental Printing. “In a highly competitive market where each design element, each procedure, each deadline can make a difference, it is vital to be able to count on experienced and creative people who can meet every challenge. Over the past few years, TC Transcontinental has invested hundreds of millions of dollars in its print platform, but that doesn’t take away from the fact that the final product delivered to the customer always bears the signature of our highly talented people.”

The Gutenberg Awards are organized by the Quebec Graphic Communications Institute in conjunction with the Montreal Club of Printing House Craftsmen and a group of industry volunteers, and in 2013 the approach to the contest was revamped. The many categories of past years have been cut back to six major categories (e.g.: marketing, packaging, etc.), divided into two sections, Technical Challenge and Innovation Challenge.

About TC Transcontinental

Largest printer and leading provider of media and marketing activation solutions in Canada, TC Transcontinental creates products and services that allow businesses to attract, reach and retain their target customers. The Corporation specializes in 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.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc

For information:

Media

Nathalie St-Jean

Senior Advisor, Corporate Communications

TC Transcontinental

Telephone: 514-954-3581

nathalie.st-jean@tc.tc

www.tc.tc

Financial Community

Jennifer F. McCaughey

Senior Director, Investor Relations and External Corporate Communications

TC Transcontinental

Telephone: 514-954-2821

jennifer.mccaughey@tc.tc

www.tc.tc