

Press Release
For Immediate Release

TC Media, proud partner of the Relationship Marketing Association in 2013

Montreal, May 6, 2013 – The Relationship Marketing Association (RMA) and TC Media are pleased to announce that they will be partners in 2013. TC Media will support the RMA over the course of the year through various promotional and training initiatives aimed at refining the relationship marketing skills of strategists and managers.

“We are delighted to have one of Canada’s leaders in relationship marketing get actively involved with our association,” said Marc Roussin, Executive President of the RMA. “TC Media, with its expertise in both digital and conventional relationship marketing, will provide us with important leverage in maintaining and developing our organization, which is celebrating its 25th anniversary in 2013.”

“Supporting the RMA is a natural fit for us since we work with relationship marketing all the time and benefit from the efforts the association has put into promoting it year after year,” said Mathieu Péroquin, Marketing Vice President for TC Media. “Our partnership will also help support the industry’s efforts to develop and promote relationship marketing.”

Building on its strategic expertise, TC Media has won several awards in recent years for its personalized marketing services, mobile services and digital marketing solutions.

About the Relationship Marketing Association

Founded in 1987, the [AMR](#) represents businesses, suppliers and individuals who are interested in the best relationship marketing practices in Quebec and North America. The RMA recently launched the Relationship Marketing Academy, with a program focused on two main themes: relevance and practical content. www.amrq.com/academie

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.

For more information or interview requests:

RMA

Gilles Vaillancourt

General Manager

Relationship Marketing Association

Telephone: 514-904-1927

gvaillancourt@amrq.com

TC Media

Katherine Chartrand

Director of Internal and External Communications

TC Media

Telephone: 514-392-2091

katherine.chartrand@tc.tc