

Transcontinental Media announces appointment of Philippe Lapointe as Senior Vice President, Multiplatform Media Development

Montreal, October 18, 2011 – Transcontinental Media today announced the appointment of Philippe Lapointe to the new position of Senior Vice President, Multiplatform Media Development. Mr. Lapointe will take up his post on October 31, 2011 and will report to Natalie Larivière, President of Transcontinental Media. He will be responsible for the development of multiplatform programs based in electronic media, particularly television, and webcasting. His duties will include responsibility for business relations with the broadcasters working with Transcontinental Media.

"Philippe Lapointe has unique expertise in electronic and television production that admirably complements the skills and talents of the Transcontinental Media team," said Natalie Larivière, President of Transcontinental Media. "His arrival coincides with the restructuring announced on October 3rd of Transcontinental's media and interactive services, aimed at offering our customers a combination of multiplatform solutions – media, digital and interactive – that will help them attract, reach and retain their target audiences more effectively. With Philippe's background in the media industry, he will add a complementary perspective and help us create even more value for our customers and consumers."

"I'm very proud to be joining Transcontinental Media, a company that has had great success and continues to innovate," said Philippe Lapointe. "I am very pleased at the idea of working with this dynamic team on stimulating projects that have an exciting vision of the future of media and marketing communications."

Before joining Transcontinental Media, Philippe Lapointe was president of Productions Pixcom, one of Quebec's leading independent producers. Prior to that he held several executive positions in the TVA network, including Senior VP, Programming; Vice President Information and Public Affairs; and Vice President, Operations. He also worked at Radio-Canada as television news director. Earlier in his career he worked as a producer, journalist and director. Philippe Lapointe has a Master's degree in Philosophy.

About Transcontinental

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and the fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. Transcontinental is also the leading door-to-door distributor of advertising



material in Canada through its celebrated Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1,000 websites, the company reaches over 11.3 million unique visitors per month in Canada. Transcontinental also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 10,000 employees in Canada and in the United States, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit www.transcontinental.com

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