

TRANSCONTINENTAL MEDIA LAUNCHES DIGITAL REPRESENTATION HOUSE AND EXPANDS OFFER FOR ADVERTISERS THROUGH EXCLUSIVE PARTNERSHIP WITH DEMAND MEDIA

Montreal, September 21, 2010 – Transcontinental Media today announced it has launched a digital representation house, expanding its offer to advertisers through exclusive partnerships with leading North American online content publishers. Transcontinental Media’s established leading brands such as *Canadian Living* and *Elle Canada* are reputed for creating editorial content that is relevant to Canadians, which in turn, creates opportunities for advertisers to reach key audiences, in particular women and local communities of interest. By expanding its offer to advertisers to include U.S. and Canadian-based sites representing premium brands, Transcontinental Media delivers more value to advertisers.

“Transcontinental Media’s representation house offer is a natural extension for our digital business that builds on our long-term, established relationships with brand marketers and advertisers across Canada,” said Dominique-Sébastien Forest, Vice President, Digital, Transcontinental Media. “Transcontinental Media’s own robust portfolio of online destinations representing premium brands, coupled with key digital publishers like Demand Media, means we deliver greater value to advertisers by offering them more ways to connect with potential customers.”

Demand Media now represented in Canada by Transcontinental Media

Within the last month, the new Transcontinental Media digital representation house has reached agreements with dozens of online media publishers, including Demand Media, an online media company with brands such as eHow.com, LIVESTRONG.com and Cracked.com, among others. Through the exclusive 2-year agreement, Transcontinental Media will become its digital representation house in Canada. The display advertising for Canadian traffic on Demand Media websites becomes part of Transcontinental Media’s digital representation house for advertisers, which now reaches close to 9 million Canadians through 150 websites and includes key U.S. and Canadian online destinations.

Through its Digital Solutions Group, Transcontinental Media plans to continue to expand its digital representation house offer, with a focus on lifestyle and women segments.



About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the largest publisher of French language consumer magazines and educational resources in Canada, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily *Métro* in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec with Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows users to maintain close relations with more than 6 million consumers. Transcontinental Media has more than 120 web sites, attracting more than 4.2 million unique visitors per month.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada, the United States and Mexico, and reported revenue of C\$2.4 billion in 2009. For more information about the Corporation, please visit www.transcontinental.com.

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