

**ISABELLE MARCOUX RECOGNIZED AS ONE OF CANADA'S MOST POWERFUL WOMEN FOR 2010
Top 100™ Awards Recognizes Top Female Achievers From Across Canada**

TORONTO, ON – November 29th, 2010 – Transcontinental congratulates Isabelle Marcoux, for being announced as a recipient of the prestigious 2010 *Canada's Most Powerful Women: Top 100™ Awards*, in the Corporate Executives category.

"It is a great honour for me to be included in this group of outstanding women. This recognition is testimony to the passion I bring to my work as well as to the causes that I believe in. Such a prestigious reward encourages me to keep striving to really make a difference," said Isabelle Marcoux. "What I have achieved professionally and in the community is due in no small part to the strong culture of excellence that Transcontinental, and my family, have worked so hard to create."

Canada's Most Powerful Women: Top 100 Awards is Canada's most visible award for the country's highest achieving female leaders in the private, public and not-for-profit sectors. Isabelle Marcoux joins a community of 522 women across Canada who have received this recognition. The complete list of 2010 winners can be found at www.top100women.ca

"Isabelle Marcoux plays a key role in the transformation of Transcontinental. She has led the growth by acquisitions of Transcontinental in the last decade. Whether she is formulating innovative business strategies for our corporation or establishing solid relations with our partners and customers, she is exceptional for her unwavering commitment to excellence," said François Olivier, President and Chief Executive Officer of Transcontinental. "The naming of Isabelle to the group of *Canada's Most Powerful Women for 2010* confirms her outstanding leadership."

Isabelle Marcoux has been Vice Chair of the Board of Transcontinental Inc. since 2007 and Vice President, Corporate Development since 2004. From 1997 to 2004, Ms. Marcoux was Director, Mergers and Acquisitions, as well as Director, Legal Affairs and Assistant Corporate Secretary. Before joining Transcontinental, she was a lawyer at McCarthy Tétrault LLP.

Ms. Marcoux is a member of the boards of Power Corporation of Canada, Rogers Communications Inc., George Weston Limited and Board of Trade of Metropolitan Montreal. As part of her social contributions, she is a member of the board of the Montreal Museum of Fine Arts and Chair of the Education Committee of the Museum. She has been actively involved in a number of fundraising campaigns for organizations such as the Montreal Mayor's Foundation for the Youth, the Montreal Children's Hospital and United Way, amongst others.

In 2007, she was a recipient of Canada's *Top 40 under 40™* award, a national program which honours every year 40 Canadians under 40 who have achieved significant success in a private corporation, in the public service or as a member of a non-profit organization.

Ms. Marcoux has a Bachelor's degree in Political Sciences and Economics, and a Bachelor's degree in Civil Law, both from McGill University. She has been a member of the Quebec Bar since 1995.



“Every year, we honour the exceptional female leaders of Canada,” said Pamela Jeffery, Founder, *Women’s Executive Network*. “They each have remarkable achievements and *Top 100* is a mark of their success and how they have supported their communities, companies, and employees. Our *Top 100* community is a powerful group of women who are at the top of their game, exemplify success and empower the next generation of women to take their careers to the next level.”

Isabelle Marcoux was celebrated November 29th at the *Top 100 Awards Gala Dinner* at the Allstream Centre in Toronto. The gala was the finale of a full-day celebration that offered *Top 100* Winners an exclusive morning of networking and professional development. The morning session was followed by a Summit which allowed participants the opportunity to meet Award recipients and enjoy an afternoon of professional development. The theme of this year’s Summit was the Power of Collaboration and Connectivity. Details are available at www.top100women.ca

About the Women’s Executive Network

The *Women’s Executive Network (WXN)* is Canada’s most influential female audience and the country’s leading organization dedicated to advancement and recognition of executive-minded women in the workplace. Since 1997, *WXN* has expanded rapidly to meet the needs of the growing number of female managers and executives across Canada. In the fall of 2008, *WXN* launched in Ireland, a first step in creating an international community of women leaders. *WXN* now delivers innovative networking, mentoring and professional development to 16,000 members across Canada and Ireland. *WXN* is also a founding member of The Canadian Board Diversity Council, dedicated to increasing the diversity on corporate and federal public sector boards. More information details are available at www.wxnetwork.com or www.top100women.ca

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 Mexico, and 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. In addition, its digital platforms deliver unique content through more than 150 websites. Transcontinental also offers interactive marketing products and services that use new communications 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 11,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2009. For more information about the Corporation, please visit www.transcontinental.com.

- 30 -

For information:

Media

Nancy Bouffard
Director, External Communications
Transcontinental Inc.
Telephone: 514 954-2809
nancy.bouffard@transcontinental.ca

Financial Community

Jennifer F. McCaughey
Director, Investor Relations and Corporate Communications
Transcontinental Inc.
Telephone: 514 954-2821
jennifer.mccaughey@transcontinental.ca