

## **TRANSCONTINENTAL IS “CONNECTING WORDS TO ACTIONS” IN SUSTAINABLE DEVELOPMENT**

**Montreal, February 21, 2011** – One year after it released its first Sustainability Report, Transcontinental (TSX: TCL.A TCL.B TCL.PR.D) has acted on the commitment it made in 2010 to report on its environmental, social and economic performance by releasing its second report. In it, Transcontinental emphasizes its efforts to minimize its environmental footprint and contribute to the betterment of its employees and host communities. As indicated by the title, *Connecting Words to Actions*, in this report Transcontinental issues a call to action to its employees and partners, encouraging a proactive approach to sustainable development.

François Olivier, President and Chief Executive Officer of Transcontinental notes: “By looking ahead and meeting our commitment to sustainable development on a day-to-day basis, I am certain that we will continue to create value for our shareholders, employees and customers, and make a positive difference in the communities where we operate.”

Proof of Transcontinental's ongoing commitment to sustainable development, the Corporation prepared its 2010 report to meet Application Level B of the GRI standard; the 2009 report met the criteria for Application Level C. The Global Reporting Initiative (GRI) establishes internationally recognized guidelines that organizations can use not only to report on their environmental performance, but also on their economic and social performance. “This year we submitted a more complete report that addresses a number of supplementary aspects. We are very proud of it because it shows we are taking sustainable development seriously and are committed to improving,” says Jean Denault, Vice President, Procurement and Technologies at Transcontinental, and chair of the Sustainable Development Steering Committee. “In preparing this report we placed a lot of importance on the input of our internal and external stakeholders. For us this is a new and essential element in our commitment to develop sustainably.”

### **Connecting Words to Actions: Performance Objectives**

To guide our actions and develop a dynamic that will drive our sustainable development, we used the three main categories in the GRI standard, and set objectives and targets that will also be used as a basis to assess our performance going forward:

- **People**
  - Maintain and Enhance Employee Health, Safety and Wellness
  - Develop to Attract and Retain Talent
  - Invest in Community Well-Being
  
- **Environment**
  - Protect and Restore Ecosystems
  - Optimize the Use of Resources
  
- **Prosperity**
  - Preserve Company Value
  - Invest in Future Growth

The *Sustainability Report 2010* focuses on our achievements over the past year. Certain highlights have been identified and show the progress the organization is making toward sustainable development.



- Talent Development: 100% of development plans were completed for Executive and senior management succession candidates.
- Health, Safety and Wellness: The accident frequency rate per 200,000 worked hours fell to 0.98, below the target of 1.0.
- Donations and Sponsorships: \$5.8 million in community contributions.
- Eco-Paper Purchases: Gold and Gold Plus papers in our eco-paper classification account for 45% of purchases by our printing facilities.
- Waste Management: Implemented a global waste management program in two Transcontinental printing facilities.
- Greenhouse Gases: 11% reduction in greenhouse gas emissions relative to production since 2008.
- Energy Use: Energy efficiency projects have resulted in a 14.7% reduction in energy use, or 43,000,000 kWh since 2008.
- Invest in Innovation: Revenue that comes from new revenue streams totalled \$183 million, up 7.6% over 2009.
- Maintain a Strong Balance Sheet: Net debt to EBITDA: 1.8x.
- Increase Efficiency: 8% return on net assets.

Fiscal 2010 was also a year of recognition on many fronts. The report lists more than 30 awards and prizes won by business units and employees across the Corporation.

The full version of Transcontinental's *2010 Sustainability Report* as well as a summary document are available at [www.transcontinental-ecodev.com](http://www.transcontinental-ecodev.com).

### **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 250 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 10,500 employees in Canada, the United States and Mexico, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).



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