

## **Transcontinental Announces Transfer of its T.R. Offset Printing Operations in Trois-Rivières**

**Montreal, April 12, 2011** – Transcontinental announced today that on June 4, 2011 it will be closing the Transcontinental T.R. Offset printing plant at 1850 Bellefeuille, Trois-Rivières in Quebec. As of that date, production of the daily paper *Le Nouvelliste*, the only publication printed at the plant, will be transferred to the new Transcontinental Transmag plant in Montreal, which has benefited from over \$60 million in investments over the past two years. *Le Nouvelliste* will thus be able to take advantage of the broad scope of printing options available at the state-of-the-art plant, which is part of Transcontinental's Canada-wide network of new hybrid presses. This network is expressly designed to meet the current and future needs of newspaper publishers and provides key services such as faster turnaround times, higher print and production capacity, colour on every page and the ability to print on coated newsprint.

“In the past three years, Transcontinental has invested heavily in new print technology, greatly increasing production capacity,” says Ted Markle, Transcontinental's Senior Vice-President, Newspaper Group, Printing Sector. “During that same period, the printing industry has undergone a major transformation. This has led to a complete review of our newspaper printing network and, unfortunately, to the closure of our newspaper printing operations in Trois-Rivières.”

Some 50 employees at Transcontinental T.R. Offset will be affected by the closure. All employees will receive severance packages and out-placement services to help them quickly find new jobs.

Transcontinental would like to thank all the employees at Transcontinental T.R. Offset for their dedication and outstanding contribution to the Corporation's success for many years.

### **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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