

For Immediate Release

Transcontinental Acquires Dolbeau-Mistassini Paper *Journal Nouvelles Hebdo*

Montreal, April 28, 2011 –Transcontinental is proud to announce that it has acquired the weekly newspaper *Journal Nouvelles Hebdo*, which is delivered to nearly 14,000 households in Dolbeau-Mistassini, Quebec. The paper, which has a professional and dynamic team that serves both advertisers and the community, has a loyal readership that has supported the paper's development since it was established in 1996.

Journal Nouvelles Hebdo was founded by Michel Aubé and Les Éditions Nordiques. Michel Aubé chose to build a top-quality weekly publication that provides information about regional activities and is prized for its timely content. The addition of *Journal Nouvelles Hebdo* to three other Transcontinental publications in the area—*Lac St-Jean*, *L'Étoile du Lac* and *Courier du Saguenay*—further strengthens the forward direction of these teams and the strategic alliance that will bring them all closer together.

“Our acquisition of *Journal Nouvelles Hebdo* shows Transcontinental's commitment to developing a solid publication network in the region,” said Serge Lemieux, Transcontinental's Vice President, Newspaper Division, Quebec and Ontario. “Our quality and service objectives are the same as those that have enabled the paper to differentiate itself in the market. *Journal Nouvelles Hebdo* is highly esteemed by the community, which is why we were so interested in acquiring it and developing it with the employees who have helped build its reputation.”

Michel Aubé, one of the two principal shareholders of *Journal Nouvelles Hebdo*, and who will remain as publisher, added: “It's a new stage in the life of *Journal Nouvelles Hebdo*, a key step that opens up new directions for our readers and advertisers. Our special relationship, based on respect and listening to each other, which has been there from the very beginning, will remain the hallmark of our publication.”

*Journal Nouvelles Hebdo*s is distributed to households weekly by Transcontinental Publisac.

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.

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