

Katya Laviolette Appointed Head of Human Resources at Transcontinental

Montreal, May 6, 2011 – Transcontinental today announced the appointment of Katya Laviolette as Corporate Vice President, Human Resources. She will assume her duties on May 30, 2011 and will be a member of the Corporation's Executive Management Committee. Her principal role will be to oversee management of all human capital and corporate culture activities.

This appointment brings Ms. Laviolette back to Transcontinental, as she was Vice President, Human Resources of the Media Sector from 2003 to 2007. "I am very pleased to welcome Katya back to Transcontinental. Her broad knowledge of the changing media and communications industry is a definite asset for us," says François Olivier, President and Chief Executive Officer of Transcontinental Inc. "We can count on her to support Transcontinental's transformation as we strengthen our traditional core operations and build our new offering of communication marketing solutions for our current and future customers."

Ms. Laviolette brings close to 20 years of experience in human resources and organizational development acquired in positions with CBC/Radio-Canada, Alcan, Bombardier Aerospace, Canadian National and Pratt & Whitney Canada.

She holds a Bachelor's of Commerce degree from the University of Alberta and a Master's of Industrial Relations from Queen's University in Ontario. She has received a number of awards, including the E.S. Sunley Scholarship in Industrial Relations, the Queen's Graduate Fellowship, the Cameron-Wood Prize in Industrial Relations, and the Queen's University/IRC Press Prize for her article, "A Framework for a Formal Mentoring Program." In 2000, she co-chaired the Governor General's Canadian Leadership Conference.

She is a member of the *Ordre des conseillers en ressources humaines agréés* and is on the board of directors of the *Centre international de recherches et d'études en management (CIREM)*.

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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