

**Canadian Booksellers Association Choose Transcontinental Printing as their Digital Partner  
to Deliver eBooks to Online Bookstores**

**May 16, 2011, Montréal** -Transcontinental Printing announces that it has been selected as the official eBook solution provider for the Canadian Booksellers Association (CBA). The partnership will empower book retailers to create new revenue streams and bring more titles to market faster, with easy to use, intuitive software designed with online bookstores in mind.

"Our partnership with Transcontinental provides our members with award winning software that will allow retailers to address their customers' digital preferences and ultimately better serve them by offering e-reading options that consumers are demanding," said Mark Lefebvre, President, CBA. "Additionally, the sales reporting and consumer analytics functionality of their program provides retailers with a unique solution not yet seen offered by the bigger corporate retailers, so the competitive advantage is huge with this product."

Transcontinental will provide CBA members with eBook software services that store and seamlessly deliver titles via multiple digital platforms, across numerous retail channels. Removing the complexity of bringing eBooks to market, the services are fully customizable with sophisticated, flexible backend reporting tools. For online bookstores, Transcontinental provides properly pre-formatted files, advanced marketing tools such as Page-Flip Previews and direct download links for use in the eCommerce systems. The files are delivered market ready with no extra work or investment required.

"We are thrilled to partner with the CBA and deliver eBook technology to book retailers throughout Canada. Our goal is to simplify the process for retailers of all sizes--to use only one uploaded file for all forms of the book, which they can pull from one location for all transactions," says Jacques Gregoire, SVP of the Magazine, Book and Catalog Group, Transcontinental Printing. "Strategically partnering with the CBA reinforces our commitment to answering the market demand for agnostic technology that is easy to use, works on any format and device, at any time and generates an ROI."

**About the Canadian Booksellers Association**

Canadian Booksellers Association (CBA) is a national not-for profit trade association representing trade and campus booksellers in all provinces and territories. Membership includes Canadian bookstores of all sizes, including independents, chains, specialty stores, campus bookstores, as well as those affiliated with them—a group that includes authors, agents, sales reps, publishers, distributors and other industry suppliers.  
<http://www.cbabook.org>

**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 300 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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