

**TRANSCONTINENTAL INTERACTIVE RANKED TOP CANADIAN EMAIL VENDOR
BY 2011 RED PILL EMAIL VENDOR FEATURES & FUNCTIONS GUIDES**

Montreal, June 21, 2011 – Transcontinental Interactive, a leading North American provider of interactive marketing solutions and services, announced they were ranked top Canadian vendor by the *2011 Email Vendor Features & Functions Guides* from Red Pill Email. In addition, Transcontinental Interactive was ranked fifth in the United States; the only Canadian company to place in the top five.

The survey of 28 email vendors, ranging from small market vendors to commercial measure transfer agents, measured their features and functional capabilities across the following eight categories: Business Offerings, Product Offerings, Data & Segmentation, Deliverability & List Hygiene, Campaign Building & Workflow, Testing & Reporting, Third-Party Integration, and Training & Support.

“Transcontinental Interactive prides itself on the reliability and security of the email solutions that we provide our customers,” said Christian Trudeau, President of Transcontinental Interactive. “Our first place ranking in this guide reflects the quality of products that our team continually produces. We are committed to being an expert provider of marketing solutions and services in North America.”

Transcontinental Interactive was recognized for its ease-of-use allowing email marketers to obtain the data that they need without technological assistance from internal or vendor resources. Its robust User Interface and full-suite of User Support features are designed to help make email marketing easier, more efficient and productive.

“We collaborate across the organization leveraging innovations from other Transcontinental Interactive products to deliver an integrated solution designed to help organizations address one of their biggest marketing challenges – how to reach their consumer with the right message at the right time via the right platform,” said Trudeau.

To view the official Red Pill Email Vendor Features & Functions Guide 2011, click [here](#).

About Transcontinental Interactive

Transcontinental Interactive provides marketing services and solutions by unifying strategy, content and multi-channel delivery systems. The Interactive Sector leverages its insights and proprietary technology to anticipate consumer demands using new communications platforms supported by mobile, database analytics, email marketing, e-flyers and custom content & communications.



Transcontinental provides printing, publishing and marketing services & solutions that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. www.transcontinental-interactive.com. Transcontinental Interactive is a subsidiary of Transcontinental Inc.

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.

- 30 -

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