

## **Transcontinental Interactive's Creative Excellence Wins Big at Magnum Opus Awards**

**Montreal, June 27, 2011** – Transcontinental Interactive wins big at the prestigious Magnum Opus Awards for 2011, capturing a total of 30 top prizes. Showcasing its leadership in digital and content marketing solutions, Transcontinental Interactive came home with some serious industry recognition. The awards, which recognize excellence in custom-media editorial, design and strategy, were presented by ContentWise and the Content Marketing Institute and were judged by leading custom-publishing professionals and professors from the Missouri School of Journalism.

Transcontinental Interactive was singled out for its outstanding work in design, editorial content, photography, illustration and complete publication. With seven awards for online content, Transcontinental Interactive proved that it has what it takes to win in both the online and offline space.

“Being recognized by these prestigious awards is yet another reason to be proud of the consumer centric solutions we provide our customers,” said Christian Trudeau, President of Transcontinental Interactive. “These awards reflect not only the creative results our teams generate for our clients, but also the commitment to being a strategic marketing partner to fulfill our clients needs every step of the way.”

Among Transcontinental Interactive's honours:

- Seven gold awards for leading North American brands such as Aeroplan, P&G, Sobeys and Geico
- Nine silver awards for print magazine work; electronic publication or websites; and all-around publication work
- Five bronze awards and nine honourable mentions

Now in their eighth year, the Magnum Opus Awards are the top recognition for organizations using print and online publications, as well as social media in their content marketing efforts. This year, the judges considered 560 entries in 217 categories, including 18 interactive product categories for magazines, videos, blogs, podcasts, and use of social media, among others.

To view the complete list of winners for the 2011 Magnum Opus Awards, 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](http://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](http://www.transcontinental.com).

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