

Dominique-Sébastien Forest Elected Chair of IAB Canada Board of Directors

MONTREAL, February 2, 2012 – [TC Media](#) is proud to announce that Dominique-Sébastien Forest, Vice President, National Digital Solutions, has been elected Chair of the Board of Directors of the Interactive Advertising Bureau of Canada (IAB Canada) for 2012. Mr. Forest has been a member of the IAB Canada national Board of Directors for three years, working with industry experts to promote the development of digital media and interactive advertising across the country.

“Dominique-Sébastien is extremely well-qualified to represent the interests of association members and our industry. His vast knowledge of media and interactive marketing, his understanding of digital platforms and emerging products and his leadership skills make him the ideal candidate for leading the board,” said Paula Gignac, President, IAB Canada.

“It is an honour to be elected Chair of the Board of IAB Canada,” said Dominique-Sébastien Forest. “TC Media is one of Canada’s leading providers of media and interactive solutions and naturally wishes to work closely with IAB Canada to encourage and foster innovation in interactive marketing. I am very pleased to be working with the members of the National Board and Quebec Regional Council, all leading figures in the industry, to drive the development of interactive advertising in Canada and maximize returns, in both mobile and web.”

About IAB Canada

IAB Canada (www.iabcanada.com), is the national voice and de facto thought leader of the Canadian Digital marketing and advertising industry, and is a not-for-profit association representing Canada’s most well-known and respected Advertisers, Agencies, Media Companies, Mobile and VideoGame Marketers + Developers, Measurement Companies, Service Providers, Educational Institutions and Government Associations operating within the space.

About TC Media

One of Canada’s leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers’ marketing. TC Media is one of Canada’s largest media groups, reaching 18 million consumers through its multiplatform offering. The group, which has nearly 4,500 employees, owns several well-known consumer and business media brands that are leveraged across multiple platforms. TC Media is also the leading provider of local and regional information in Quebec and the Atlantic provinces through its extensive network of community papers and online portals. TC Media is co-owner of the *Metro* weekday daily in Montreal and Halifax. It is also the leading door-to-door distributor of advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. TC Media is a leader in the digital industry in Canada in media properties and online advertising representation. With its extensive network of more than 1,000 websites, TC Media reaches more than 13 million unique visitors per month in Canada. The group also offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media leverages its insights, marketing expertise and proprietary technology to anticipate and meet consumer needs using new interactive communication platforms: mobile, data analytics, email marketing, e-flyers and custom content and communications. TC Media is also active in book publishing and distribution and is the largest publisher of French-language educational resources in Canada.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 10,000 employees in Canada and the United States, and reported revenues of C\$2.0 billion in 2011. For more information about the corporation, please visit www.tc.tc.

For more information or interview requests:

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