

*For Immediate Release***TC TRANSCONTINENTAL ANNOUNCES APPOINTMENT OF ALAIN GIGNAC
AS CHIEF MARKETING ACTIVATION OFFICER**

Montreal, February 2, 2012 – Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D.) today announced the appointment of Alain Gignac as Chief Marketing Activation Officer – a new senior management position with responsibility for the integration of print product and services, print and digital media, and interactive marketing solutions for major accounts. Mr. Gignac will report to François Olivier, President and CEO of TC Transcontinental. He will assume his duties on March 5, 2012 and will be a member of the organization's Executive Management Committee.

"I am very proud to welcome Alain Gignac to our management team as Chief Marketing Activation Officer. His creative talents and strategic thinking, which have enabled him to build highly successful marketing campaigns, along with his skills as a manager of major organizations, will make him invaluable in this new position. He will be responsible for ramping up the transformation of our marketing activation offering for major clients, while leveraging the efficiency of their investments and communication with their customers," said François Olivier, President and Chief Executive Officer.

From 2008 to 2012, Mr. Gignac was at the helm of BBDO Montréal, a marketing communications agency that specializes in strategic planning, advertising campaigns and Internet strategies. Prior to that, Mr. Gignac handled operations management and development functions for a number of companies, including Saine Marketing, Cossette Communication Group and Marketel/McCann Erickson. As a communications practitioner at the forefront of new trends, Mr. Gignac is also an active board member of a number of private and charitable organizations.

With a rich history of innovation, disciplined adaptation to changing customer needs, and its specialization in marketing activation, TC Transcontinental is uniquely positioned in Canada to help customers attract, acquire and retain their target consumers. Marketing activation is the method TC Transcontinental uses to bring a brand message to life through a strategic, integrated campaign that leverages the full potential of a wide range of marketing communications tools in order to maximize results and provide the greatest return to our customers' marketing investment.

About TC Transcontinental

TC 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 the 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. TC Transcontinental is also the leading door-to-door distributor of advertising material in Canada through its celebrated Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1,000 websites, the company reaches over 13 million unique visitors per month in Canada. The company also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, pre-media, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has 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

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