

## TC Media acquires assets of *Courrier Frontenac*

MONTREAL, February 15, 2012 – [TC Media](#) is proud to announce that it has acquired the print and Internet publishing assets of *Courrier Frontenac*. With a circulation of over 22,000 copies, this weekly paper serves Thetford Mines and the surrounding area. The acquisition includes the portal [www.courrierfrontenac.qc.ca](http://www.courrierfrontenac.qc.ca), which reaches more than 25,000 unique visitors on a monthly basis, generating over 55,000 visits a month. In addition, the door-to-door distribution activities of *Courrier Frontenac*, which already had a partnership with TC Media to distribute Publisac to more than 22,000 households in the region, will now be entirely owned and managed by TC Media. With this acquisition, TC Media adds its first weekly paper to its existing offering in the Chaudière-Appalaches region.

“*Courrier Frontenac* has a very loyal readership: it has carved out a special place for itself as a local information leader in the Thetford Mines community, thanks to its quality, engaging content. TC Media is proud to be joined by this talented team which produces one of the most popular weeklies in Quebec, with a readership rate of more than 95%,” said Serge Lemieux, Vice President, Newspaper Division, Québec and Ontario, TC Media.

Owners Lucyl Lachance and Louis St-Laurent added: “TC Media is a long-time business partner with whom we share a vision of providing the community with excellent local content, to the benefit of both our readers and advertisers. We are confident that *Courrier Frontenac* will continue to thrive, building on the excellent reputation it already has.”

Founded in 1977, *Courrier Frontenac* is a well-established weekly paper which over the past several years has also led the way in providing regional information online. The current staff of *Courrier Frontenac* will continue their functions within TC Media.

### About TC Media

One of Canada’s leading providers of media and 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 owns a number of major 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. It 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 offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: 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](http://www.tc.tc).

**For more information or interview requests:**

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