

*For Immediate Release***TC TRANSCONTINENTAL RELEASES ITS THIRD ANNUAL SUSTAINABILITY REPORT AND
MAINTAINING GRI APPLICATION LEVEL B**

Montreal, March 19, 2012 – TC Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D.) today announced the release of its third annual Sustainability Report, an in-depth document that details the company's sustainability initiatives and progress in meeting its business objectives. Thanks to the quality, quantity and relevance of the information collected for the report titled "Delivering on Our Commitment," TC Transcontinental again received Application Level B rating from the Global Reporting Initiative (GRI).

The report notes improvements in employee health, safety and wellness, along with the impressive results of efforts to reduce greenhouse gas emissions. Furthermore, thanks to the Corporation's management of recent investments and efficiency-improvement initiatives, the return on net assets grew. TC Transcontinental also updated its management philosophy and values to ensure they reflect its evolution in time.

As of October 31, 2011, in the area of corporate governance, the number of women in senior management positions increased to 22%, up 4% over 2010. The number of women that are on the Board rose, from 15% to 27%.

"At TC Transcontinental, said François Olivier, President and CEO, we are firmly committed to promoting sustainable development, and we will continue to integrate it into our activities by mobilizing our stakeholders, supporting innovation and reporting our results. I am proud and happy to see how far we have come and I thank all our employees for their contribution to our successful efforts."

The *2011 Sustainability Report* is available on the TC Transcontinental website at www.tctranscontinental-ecodev.com

Profile

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 Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1,000 websites, the Corporation reaches over 13.7 million unique visitors per month in Canada. TC Transcontinental also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, premedia, 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 approximately 11,000 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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