

TC Media Broadens its Extensive Community Newspaper Network by Acquiring *Édition Beauce*

MONTREAL, April 3, 2012 – [TC Media](#) is proud to announce that it has acquired *Édition Beauce* as part of its strategy to develop its Quebec community paper network. Known until recently as *Journal de Beauce-Nord*, *Édition Beauce* is delivered to 57,400 households in the Beauce, Les Etchemins and Lotbinière, an area stretching from the southern suburbs of Metro Quebec City (Saint-Lambert) to the town of Saint-Georges. The acquisition also includes the regional online information portal www.editionbeauce.com, which is consulted by more than 35,000 unique visitors and receives more than 67,000 visits per month.

“We are very happy to be adding the top-quality *Édition Beauce* to our network, says Serge Lemieux, Vice President, Newspaper Division, Quebec and Ontario, TC Media. Over the years, *Journal de Beauce-Nord* built a solid position in its communities and recently expanded to become *Édition Beauce*. We are delighted to be able to continue to work with the experienced team already in place, who are the primary architects of the paper’s growth. As you know, TC Transcontinental has a strong commitment to the Beauce region, employing some 500 people at its Beauceville printing plant, Transcontinental Interglobe. The addition of *Édition Beauce* to the TC Transcontinental family is excellent news for everyone.”

The two owners of *Édition Beauce*, Claude Grondin and Pierre-Luc Lafrance, agree: “We are pleased to be joining TC Media and working together to further the success of *Édition Beauce*. This new union brings new opportunities to advertisers and the community, both in terms of enriched information and a diverse range of print and digital communication platforms.”

With this acquisition, TC Media reconfirms its commitment to local communities and its goal of developing weekly papers in Quebec. The TC Media network, a leading provider of local and regional information, serves the entire province through its own titles and partnerships with local independent newspapers. The Local Solutions group in the TC Media Newspaper Division now publishes and distributes some 3 million copies per week all across Quebec.

About TC Media

As 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 activate customers’ marketing. TC Media is one of Canada’s largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has 3800 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 the 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 Canada’s digital industry in terms of both 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 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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