

TC Media Launches *FRESH JUICE*, a New Healthy Living Media Brand

TORONTO, Thursday, April 12, 2012 – Consumers on the hunt for a fresh approach to eating and living well with ease need look no further. *FRESH JUICE* – *healthy made delicious*, the new multi-platform brand by [TC Media](#), has hit the market with a “fresh” approach to connecting food with good health through its various brand channels. *FRESH JUICE* will be served up as a print publication including a digital edition (six issues per year), an online destination (www.freshjuice.ca) with exclusive content, a weekly e-newsletter, a comprehensive social media platform including Facebook/FreshJuiceCA, twitter (@FreshJuiceCA) and Pinterest.

Built on three content pillars, Eat Well, Be Well, Live Well and a tag line “Healthy Made Delicious”, *FRESH JUICE* offers fun, healthy and easy-to-prepare recipes; expert health, fitness and nutrition tips as well as time-savvy ways to help balance fun, family, finance and more.

“We are very excited to share *FRESH JUICE* with consumers and our advertising partners,” said Lynn Chambers, group publisher at TC Media. “We certainly appreciate how busy Canadian families are and *FRESH JUICE* is about helping people make the right decisions quickly and easily. *FRESH JUICE* is the only brand to showcase the link between food and good health, and bring that food straight from the grocery aisle to your kitchen table. Whether you’re looking for low-sodium or gluten free, we can help you navigate the grocery aisles and create a convenient meal option that is healthy and delicious.”

While TC Media owns the brand and is the publisher and content creator for *FRESH JUICE*, a distribution relationship with Loblaw Companies Limited guarantees that 325,000 of the 425,000 copies per issue will be mailed to Loblaw’s most loyal customers.

“*FRESH JUICE* allows us to connect with our loyal customers on a new educational and inspirational level,” added Uwe Stueckmann, senior vice president, Marketing, Loblaw Companies Limited. “We are providing unique health and recipe content, and clever ideas to further improve consumer’s health and wellness and their overall shopping experience.”

“Our affiliation with Loblaw makes sense on so many levels”, explained Chambers. “Loblaw has an opportunity to reward its customers and we have the invaluable opportunity to get this fabulous new brand into the hands of a highly targeted and engaged audience.”

FRESH JUICE- *healthy made delicious* hits the market at a special introductory price of \$2.99 and will be available on most major newsstands across Canada. A full-year subscription to *FRESH JUICE* will cost \$19.95 while the regular cover price will be \$3.99.

About TC Media

FRESH JUICE is published by 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 3,800 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 13.7 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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