

*For Immediate Release***DEPARTURE FROM TC MEDIA SENIOR MANAGEMENT**

Montreal, May 9, 2012 – Transcontinental Inc. today announced the resignation of Natalie Larivière, President of TC Media. Ms. Larivière is leaving to pursue new professional challenges and will officially terminate her duties on June 29, 2012. Over the summer she will work with the team, periodically, to ensure the smooth transition of certain projects. François Olivier, President and Chief Executive Officer of Transcontinental Inc., will take over as the interim head of TC Media.

“I wish to thank Natalie Larivière for her significant contribution to the development of TC Media,” said François Olivier, President and CEO of Transcontinental Inc. “Over the past six years, Natalie has piloted numerous projects that have enhanced the TC Media offering by creating magazines, integrating digital platforms, producing TV content and developing interactive marketing solutions for advertisers and consumers. Natalie leaves us with a solid team with whom we will continue to pursue our growth. On behalf of the other members of senior management, I thank her for her support and wish her every success in her future endeavours.”

Natalie Larivière expressed her gratitude to the TC Media team. “It has been a privilege to work with experts and seasoned professionals who are creative, passionate about media and marketing, and eager to provide top-of-the-line communication products. I thank them for their support over the past six years. Together we have made a vital contribution to the growth and success of TC Media, and I am very proud of this. I am leaving a fine organization and have many good memories. It is now time for me to turn to other career challenges.”

Natalie Larivière became president of the Transcontinental Inc. Media Sector on August 7, 2006. TC Media has 3,800 employees and is one of Canada’s largest media groups, reaching 22 million consumers through its multiplatform offering. TC Media owns a number of major consumer and business media brands. It is also the leading distributor of door-to-door advertising in Canada and of local and regional information in Quebec and the Atlantic provinces. As well, TC Media is a leader in the digital industry in Canada through its extensive network of more than 1,000 websites which reach 13.7 million unique visitors per month in Canada. TC Media also offers interactive marketing solutions and is the largest publisher of French-language educational resources in Canada.

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 13.7 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 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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For information:

Media

Nancy Bouffard
Director, Internal and External Communications
TC Transcontinental
Telephone: 514 954-2809
nancy.bouffard@tc.tc
www.tc.tc

Financial Community

Jennifer F. McCaughey
Senior Director, Investor Relations and Financial Communications
TC Transcontinental
Telephone: 514 954-2821
jennifer.mccaughey@tc.tc
www.tc.tc