

TC MEDIA OFFERS DINNER WITH AN APP ON THE SIDE

On the Table iPad app helps users answer the proverbial question – what’s for dinner?

Montreal/Toronto, July 10, 2012 – Canadians deciding what to eat today can fire up their iPads with the new [On the Table](#) app from TC Media, available in both English and French – called *Quoi Manger* – across Canada from the App Store. The app is free to download and is set to change the way Canadians prepare, find and enjoy food. Unlike other offerings in the culinary app space, *On the Table* was designed to work across the spectrum of food behaviours, from shopping and planning, to cooking and dining out.

“When we created this app our goal was to help connect Canadians to the food they want to eat by making all of their options clearly available to them,” said Andrea Kolber, Digital Product Director at TC Media. “At every touch point of their culinary lives, *On the Table* is designed to ensure they can eat the food they want, when they want, wherever they want to eat it.”

On the Table leverages content and recipes from major TC Media brands including *Canadian Living*, *Coup de pousse*, *Dealstreet.ca*, *Publisac.ca* and *Weblocal* to offer users a comprehensive culinary experience. For aspiring chefs, the app comes with 100 recipes from *Canadian Living*, a brand that has made food its top priority for over 35 years. Tested-till-perfect recipes are created, tested and re-tested to ensure they turn out as deliciously in readers' kitchens as they do in the *Canadian Living* Test Kitchen. Recipes for the French edition of the app, *Quoi Manger*, are different and have been tested by the *Coup de pousse* team.

Recipes are searchable and sortable by food type, cuisine, dietary information or preparation and cooking time. Users are also able to annotate recipes with their personal touches for future reference, tag their favourites or create personalized menus for various occasions. When it is time to cook, the app features a built-in timer to walk users through the cooking process. In addition to the free, pre-loaded recipes, seasonal and themed recipe packs will also be made available for a small fee.

On the Table also assists with shopping for ingredients and saving money too. From within a recipe, users can easily add ingredients to an interactive shopping list. Using the tablet’s location, and data from *Dealstreet.ca* and *Publisac.ca*, users are alerted of ingredients that are currently on sale at their local grocers. Leveraging promotional flyer data from thousands of stores across the country, the app finds deals locally, making shopping and finding flavorful savings easy.

Don’t feel like cooking? No problem! Users can fire up *On the Table*’s restaurant finder option to find nearby restaurants to satisfy their cravings. Searches can be made by dish, cuisine type, rating, distance, and more. The options are displayed on a map. To download *On the Table* today or to get more information, go to onthetablemediakit.tcmmedia.tc.

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 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 owner of the *Metro* weekday daily in Montreal and co-owner of *Metro* 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 3,500 websites, TC Media reaches 18.7 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 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.

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For more information or interview requests:

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