

*For Immediate Release***TC TRANSCONTINENTAL WINS THOUGHT LEADER AWARD AT FOURTH ANNUAL WHATTHEYTHINK ENVIRONMENTAL INNOVATION AWARDS**

MONTREAL, July 23, 2012 – TC Transcontinental is pleased to announce that it has won a [WhatTheyThink](#) 2012 annual Environmental Innovation Award designed to recognize companies in the North American graphic arts industry that are implementing state-of-the-art and innovative environmental solutions. TC Transcontinental received the Thought Leader award, which recognizes a company that best represents innovation and excellence in sustainability in the graphic arts industry.

TC Transcontinental stood out for its sustainability initiatives, which address not only environmental issues, but also employee and stakeholder engagement, maintaining and improving sound governance and company prosperity. Among other things, the Corporation reduced its energy usage by 15% and greenhouse gas emissions by more than 15% in 2011, increased its purchases of Gold and Gold Plus (100% recycled) papers to 55% in 2011 and has donated approximately \$15 million in money, goods and services over the past three years.

Over the years, TC Transcontinental has voluntarily taken significant steps to support sustainability out of respect for its employees, customers, shareholders and the communities in which it operates, the four pillars of the company. The Corporation set foot on the path to sustainability close to 20 years ago when it adopted its forward-looking Environmental Policy. Since then, TC Transcontinental has worked continuously to improve its social, environmental and financial performance, to demonstrate good governance. TC Transcontinental has published its annual Sustainability Report based on the standards of the Global Reporting Initiative (GRI) since 2009. The 2011 report, which meets GRI Application Level B standards, can be consulted at: <http://www.transcontinental-ecodev.com>.

This is the fourth year that the Annual WhatTheyThink Environmental Innovation Awards competition has been held by *WhatTheyThink*, the leading news and information site for the graphic communications industry.

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 major 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 3,500 websites, the Corporation reaches over 18.7 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 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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