

## TC Media Officially Opens Brand-New Television Production Studio

**MONTREAL, August 20, 2012** – [TC Media](#) is delighted today to officially open its brand-new television production studio. Located in the TC Media offices in downtown Montreal on René-Lévesque Boulevard West, with a breathtaking view of the city, the studio is getting off to a great start by hosting the new live morning show, “Ça commence bien!,” to be broadcast on V starting on September 3, 2012.

“Producing a morning show is always a big challenge for the production team. Our decision to build a studio and to start off with this type of show confirms our commitment to carving out an enviable position in the Quebec television community,” said Philippe Lapointe, Senior Vice President, Multiplatform Media Development, TC Media. “This new studio gives us another channel for promoting our brands, and those of our business partners and customers, to a broader public.”

This past April, TC Media announced that it was introducing a new service to create television content that could be delivered on all communication platforms, from TV channels for general dissemination to new media, Internet and mobile channels for on-demand delivery. The morning show “Ça commence bien!” is the new production house’s first major project. The contribution from TC Media properties, including community papers in Quebec City, Estrie, Saguenay and Mauricie, as well as the newspapers *Métro* Montréal and *Les Affaires* for news and information, and well-known publications such as *ELLE Québec* and *Coup de pouce* for input on fashion, beauty and lifestyle, will guarantee the show has a great variety of content.

### The teams producing “Ça commence bien!”:

#### Production Team

General Manager and Executive Producer:	Sylvia Côté
Line Producer:	France Racine
Directors:	Yves Lefebvre and Robert Léveillé
Assistant Directors:	Geoffroy Coderre and Andréanne Campagna
Production Manager:	Stéphanie Guay
Lead Researcher:	Danielle Dutrisac
Researchers:	Véronique Trudeau and Mélanie Paquette-Martin
Decorator:	Jacques Pigeon
Technical Services Manager:	Michel Beaudoin, Pixcom Group

#### News Team

General Manager, Multiplatform Production:	Pierre Tremblay
Multiplatform Producer:	Benjamin Nantel
News Desk:	Alain Martineau and Catherine Vaillancourt
Editors:	Yannick Beaudoin and Josée-Anne Moisan

**TC Media Team**

General Manager, Multiplatform

Media Development:

Administrative Manager, in charge of  
studio construction:

Project Coordinator:

IT Team:

Jocelyne Morissette

Denis Aubin

Benoit Cadieux

Jean-Marc Bouchard, Fernand Fournier and Karim  
Qureshi**About TC Media**

One of Canada's leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers' marketing. TC Media is one of Canada's largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has about 3,800 employees, owns a number of major 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. It is owner of the *Métro* 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 the digital industry in Canada in 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 offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: 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](http://www.tc.tc).

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**For more information or interview requests:**

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