

For Immediate Release

TC Transcontinental Printing Contracts for Rogers' Marketing Products and Magazines Extended to 2019

Montreal, September 4, 2012 – TC Transcontinental Printing is proud to announce that its two contracts to print Rogers' marketing products and magazines have been extended to 2019 for a value of up to \$250 million. That Rogers has extended these major contracts testifies to the efficiency and quality of the services TC Transcontinental provides to meet the diversified needs of this Canadian corporation.

The extension to 2019 of these contracts covers the printing of the entire Rogers' portfolio of publications for consumers, the business community and professionals, the printing of Rogers' marketing products, as well as the direct-mail delivery of the broad array of Rogers' marketing products and services, including those related to its telephone and cable marketing products and to its many publications. In a highly competitive market, promotional print material must reflect the advertiser's reputation for excellence and catch the interest and attention of knowledgeable consumers. In choosing to do business with TC Transcontinental, Rogers is working with a partner who can guarantee the superior printing quality required to successfully promote its products and services and deliver them accurately within often tight deadlines.

As Brian Reid, President of TC Transcontinental Printing says, "we are very proud of the fact that Rogers has shown its confidence in us by extending these contracts to 2019. This confidence is built on a relationship developed over time, based on customer satisfaction with the products delivered and on the common desire of both companies to take innovation further, to offer new products and services, and to remain leaders in our respective niches. I would add that we are also proud to see the result of TC Transcontinental's major investments in state-of-the-art technology over the past several years. The signing of major new contracts and extensions of existing ones, like these two with Rogers, makes the advantage of the TC Transcontinental integrated offering apparent. Our vision of the future has proven sound. Our business plan is well-founded and addresses the current and future needs of the market."

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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