

Géraldine Martin Named Assistant Publisher and Editor-in-Chief of *Les Affaires* Group

Montreal, January 17, 2013 – TC Media is proud to announce the appointment of Géraldine Martin as editor-in-chief and assistant publisher of *Les Affaires* Group. Prior to this, Ms. Martin was managing editor of *Les Affaires*, in charge of content for Québec's premier business publication. In her new position she will be responsible for the content strategy for *Les Affaires* newspaper, website lesaffaires.com and personal finance magazine *Les Affaires A+*. She will also assist the publisher with the development of special projects and business networking activities.

Ms. Martin takes over from Stéphane Paquet, who was recently appointed Québec Delegate-General to London.

"Géraldine is known for her in-depth knowledge of the business world and the economic and financial sectors. She is very familiar with the major issues in the media industry and knows how to adapt to our changing environment. I'm certain that she has all the assets needed to brilliantly handle this new challenge," said Stéphane Lavallée, Vice President, Business Solutions, and *Publisher, Les Affaires Group* with TC Media.

Ms. Martin joined the *Les Affaires* Group in October 2009. She has 15 years of experience in communication and finance. After earning her master's degree in finance from Université Paris II Assas, she worked in financial communications at Deloitte Touche Thomatsu in Paris, then joined Bloomberg agency, also in Paris. She came to Québec in 2000, where she was a journalist with the Radio-Canada Réseau de l'information (RDI) from 2000 to 2004. She then moved to the *Journal de Montréal*, where she worked on business and economic news. During the 2009 lock-out she was actively involved in creating the site RueFrontenac.com.

"Heading a specialized publication like *Les Affaires* is an incredible opportunity," said Géraldine Martin. "Readers now demand more information and we can offer them the services of the largest business, economy and finance newsroom in Québec."

With its print platforms, digital activities and events, *Les Affaires* is the leading brand for Québec business people. According to recent figures from the independent Print Measurement Bureau (PMB), readers spend more time reading each issue of *Les Affaires* newspaper than any other business publication, and rate it the best for relevant content. Its readership also jumped 18% in the past year.

Les Affaires Group is part of the TC Media Business Solutions division, which includes *Les Affaires*, lesaffaires.com, *Les Affaires* Events, the magazines *A+* and *PREMIUM*, and trade titles *Finance & Investissement* and *Investment Executive*.

About TC Media

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes



print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

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