



**Press release**  
*For immediate release*

## ***P\$ Mobile Service Hits Half a Million Transactions***

Montreal, January 21, 2013 – A short 8 months after it was launched, *P\$ Mobile Service* continues to show impressive figures. The remote payment solution developed by TC Media in close cooperation with Stationnement de Montréal has already racked up more than 110,500 downloads across all platforms, and has generated more than 550,000 transactions since it was introduced last summer.

Available free and compatible with the iPhone, BlackBerry® and Android™ environments, *P\$ Mobile Service* lets users pay or renew their parking spot from their smartphone or computer, without interrupting their activities, in no time at all. The application's success is due in no small part to its simplicity, an easy and secure payment system and handy functions such as text message alerts signalling the expiry of the parking period. With the latest updated version of the app, available since December 13, 2012, users even have the option to renew their parking spot through SMS. An advertising campaign in September also boosted the solution's popularity.

### **Activity growing steadily**

The number of downloads and transactions is steadily increasing. It is expected that a million transactions will be reached before the application's first anniversary.

"We are delighted with the enthusiastic acceptance of *P\$ Mobile Service* by Montreal motorists, who already consider it an indispensable part of their daily lives," said Charles Auger, General Manager of Stationnement Montréal. "The initiative has exceeded our expectations and is an excellent model for any big modern city."

"These results speak to the great simplicity of the *P\$ Mobile Service* ecosystem," said Bruno Leclaire, Senior Vice President, Digital Solutions, TC Media. "We plan to leverage this successful model, which was developed in-house, and roll out other major projects. We are also planning to put our expertise and ingenuity to work to create new mobile solutions and applications that are just as innovative and powerful."

### **Honoured for ingenuity**

*P\$ Mobile Service* recently won the Mobiz Business – Society award at the 2012 MTL DGTL festival. The Mobiz Awards pay tribute to the ingenuity and excellence of individuals or businesses that stand out for their mobile solutions.

### **About Stationnement de Montréal**

Created in 1995, the Société en commandite Stationnement de Montréal was originally founded to ensure the optimal management of municipal paid on-street and off-street parking. The Société was quickly recognized for its innovation, its advantageous use of cutting-edge technologies and the harmonious integration of its installations into the urban landscape.



### **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.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website [www.tc.tc](http://www.tc.tc).

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