

***Cellier* magazine gets a new look!**

Montreal, March 28, 2013 – *Cellier* magazine, published by the *Société des alcools du Québec* (SAQ) and designed and produced by TC Media, has got a fresh new look just in time for spring. Now to be published eight times a year with a circulation of more than 350,000 copies, *Cellier – New Arrivals* has a new logo that better reflects its content, and a more dynamic, friendly and interactive presentation. The magazine is available starting today in SAQ Sélection branches all across Québec. From now on, an iPad edition of *Cellier – New Arrivals* will also be offered, starting with this first revamped issue.

The new *Cellier – New Arrivals* magazine will offer six issues that focus on a selection of new arrivals, plus two expanded issues per year. This approach will allow readers to discover even more about fine wines and spirits, as the issues will showcase some 30 new products sold in the *Cellier* section of SAQ Sélection stores. Plus, the new design improves product presentation for easy and handy browsing. The essence of the magazine remains the same: blending good wines with good food and enjoyment of life, by providing expert advice, suggestions about which wines go best with which types of food, and interviews with producers, sommeliers and chefs.

“The SAQ has trusted us for a number of years now to create a custom-content magazine and guide its customers as they explore the world of wines,” said Lise Paul-Hus, Group Publisher and VP, Consumer Solutions Montreal for TC Media. “We are pleased to have had the opportunity to work closely with the SAQ team on this much-anticipated redesign of *Cellier – New Arrivals*, which will now offer a more interactive approach, with greater frequency of publication and higher circulation.”

“These changes to the magazine show our commitment to better meeting the expectations of our customers. The new approach for *Cellier – New Arrivals* will help us broaden our appeal with wine lovers who like to try out new fine wines and spirits,” explains Michel-André St-Jean, Director, Specialties Business Unit at the SAQ. “We have focused on discovering and exploring many new and different products that enhance the pleasure of good food.”

Cellier – New Arrivals magazine is published in French and English and is free of charge. The latest news about wines and spirits can also be found at any time on the *Cellier* [Facebook](#) page, [Twitter](#) account and [blog](#).

About the SAQ

The SAQ's mandate is to sell alcoholic beverages by offering a broad range of quality products. The SAQ carries out this mandate through a network of some 400 outlets and 400 agencies. It sells more than 11,000 products from 65 countries.

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.

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