

TC Transcontinental Shines at 2013 Golden Arrow Awards
Named "Company of the Year" by Québec Relationship Marketing Association (RMA)

Montreal, April 18, 2013 – TC Transcontinental is pleased to announce that it was named *Company of the Year* at the 2013 Golden Arrow Awards (*Flèches d'or*) of the Québec Relationship Marketing Association. The awards ceremony was held last night at the Montreal Science Centre. This jury award celebrates TC Transcontinental's performance, recognizing its contribution to the advancement of relationship marketing and its ability to innovate and excel in the campaigns and projects it developed in 2012.

"It is a great honour to win the Golden Arrow for Company of the Year and to see the efforts of our people rewarded," said Alain Gignac, Chief Marketing Activation Officer, TC Transcontinental. "We have shifted to multiplatform campaigns in recent years and have invested in the resources needed to better integrate new media and lead in relationship marketing."

TC Transcontinental ran a number of relationship marketing programs in 2012, including one in which the content was geared to the marketing objectives and target audiences of the Société des alcools du Québec (SAQ). Social media was a quickly integrated promotional channel in the SAQ sales marketing mix, establishing key relationships and strengthening the engagement of social media users. For its client Aeroplan, TC Transcontinental rolled out innovative personalized email marketing solutions that used, for example, dynamic personalized emails, one of the most advanced tools in Canada. The campaign achieved its objective of winning members through one-time promotions with different partners. TC Transcontinental also stood out for launching Canada's largest advertising insert, *Panoramax*, to mark the 35th anniversary of its client UNIPRIX. The bold concept generated a great deal of interest and exceptional sales results for the pharmacy chain.

The Golden Arrows Competition is an annual contest open to international submissions. A total of nine prizes were awarded in nine separate categories, covering everything from smaller campaigns to the next generation to personality of the year. This year the jury was composed of seven senior managers who are all thoroughly familiar with relationship marketing.

About the Quebec Relationship Marketing Association (RMA)

Founded in 1987, the RMA represents businesses, suppliers and individuals who are interested in best practices in relationship marketing in Québec, a reflection of the best in North America. This year the RMA celebrates its 25th anniversary.

About TC Transcontinental

Largest printer and leading provider of media and marketing activation solutions in Canada, TC Transcontinental creates products and services that allow businesses to attract, reach and retain their target customers. The Corporation specializes in 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.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc.

- 30 -

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