



Press Release
For Immediate Release

P\$ Mobile Service App Wins Top Honours at 2013 OCTAS Awards

Montreal, May 28, 2013 – Stationnement de Montréal's *P\$ Mobile Service* app, developed jointly with TC Media, won the OCTAS award in the Mobile Solutions category at the 27th annual OCTAS competition. Winners were revealed during the 2013 OCTAS awards ceremony which took place this past Saturday night at the Montreal Convention Centre. OCTAS is organized by the IT ACTION Network to reward excellence in 20 different categories in the information technology (IT) industry in Quebec.

Less than a year after it was introduced, *P\$ Mobile Service* continues to be a hit. The remote payment solution is racking up incredible numbers: more than 175,000 downloads across all platforms and close to 1.5 million transactions since its launch in June 2012. This past fall, *P\$ Mobile Service* was also rewarded for its ingenuity by winning the Mobiz Business – Society award that pays tribute to the excellence of individuals or businesses that stand out for their mobile solutions.

"With *P\$ Mobile Service*, our goal was to propel parking into the 21st century and simplify the lives of Montreal motorists," said Charles Auger, General Manager of Stationnement de Montréal. "After just a few months, it's clear we have achieved our mission. The application developed jointly with TC Media has been adopted in a major way by people who regularly park on Montreal's streets. We are delighted by the response from motorists and the industry."

"Thanks to our solid partnership with Stationnement de Montréal, our mobile solutions team was able to design a leading-edge remote payment ecosystem that is wildly popular," said Bruno Leclaire, Senior Vice President, Digital Solutions at TC Media. "We are especially proud of winning the OCTAS IT Excellence award, as it showcases the talents of our experts and the quality of the app design. *P\$ Mobile Service* was created entirely in Montreal and is an excellent model for any big modern city."

P\$ Mobile Service

Motorists can pay for their parking spots using the *P\$ Mobile Service* app, available free for iPhone, BlackBerry® and Android™ devices, or online and through its mobile version, at pservicemobile.ca. The service lets users pay for or renew their parking spot via their smartphone or computer, without interrupting their activities, in no time at all. The application's success is due to its simplicity, easy and secure payment system and handy functions such as text message alerts signalling the expiry of the parking period. Users even have the option to renew their parking spot through SMS.

Simple to Use

Using *P\$ Mobile Service* is simple: the user must first create an account, then open a session and enter the appropriate parking space number and the desired parking period. The entire transaction takes but a few moments. A \$0.40 service charge is applied to each transaction to cover the remote payment solution's development and operational costs, as well as ensure the service's maintenance and technological evolution. A video demonstrating how this solution works is available at: <http://youtu.be/pjTs3iZ7OHI>.



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.

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