

TC Media Introduces AutoGo.ca

A new one-of-a-kind online property that focuses on drivers' lifestyles

Montreal, June 25, 2013 – [TC Media](#) is proud to introduce [AutoGo.ca](#), a new website designed for drivers who are looking for a new or used vehicle, anywhere across Canada. AutoGo.ca is the only automobile website that lets users search by lifestyle, whether it be Family, Luxury, Sport, Eco-friendly, Young couple or Student. Available in both French and English, AutoGo.ca features rich and original editorial content, created by an experienced team of automotive specialists. It also showcases a large inventory of more than 1,400 car dealers and 70,000 cars for sale in Canada.

“We are thrilled to switch into high gear and present this new innovative media property, AutoGo.ca, to better meet the needs of our clients and consumers,” said Bruno Leclaire, Senior Vice President, Digital Solutions at TC Media. “At TC Media, we are recognized for creating high-quality content through our leading media brands, and for being very close to the communities and markets we serve. AutoGo.ca represents another way for us to engage our consumers through relevant content and provide targeted local car listings that will echo their lifestyle”.

On AutoGo.ca, users can access expert opinions, reviews and one new test drive a day. AutoGo.ca also features new launches, automotive news, latest trends and safety issues, making it the reference for drivers who want to make an informed decision. The site's rigorous, credible content is created by a team of professionals, including Senior editor and journalist Marc Bouchard, Reviewer and columnist Michel Deslauriers and a roster of seasoned journalists. An additional key feature which allows buyers to post comments and car reviews to express their opinions is now activated. Drivers' comments are another way to tap into interesting information and make enlightened comparisons.

“We are confident that AutoGo.ca will become the automotive reference in Canada, with the same trademark editorial quality that has made TC Media's reputation over the years,” added Leclaire.

AutoGo.ca: From a car dealer or automobile merchant's standpoint

Online not long ago, AutoGo.ca alone has already received more than 30,000 unique visits in just one month of marketing. With AutoGo.ca, car dealers and automobile merchants also benefit from unparalleled visibility in the Canadian market. AutoGo.ca ensures a strong local presence by leveraging TC Media's own premium network of local newspaper websites. The site is also working with several renowned automotive websites such as [Wheels.ca](#) and [AutoCatch.com](#). Car listings can therefore be posted throughout our extensive automobile network which offers a total reach of more than 1,100,000 unique visitors and over 8 million pages views per month. In addition, with AutoGo.ca, car dealers and merchants can post their entire inventory of cars for sale online, all for one price, with no limit of inventory.

To contact the AutoGo.ca sales team: 1-855-818-7012 or service@autogo.ca.

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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For more information or interview requests:

TC Media

Katherine Chartrand
Director of Internal and External Communications
Telephone: 514-392-2091
katherine.chartrand@tc.tc

AutoGo.ca

Valérie Marcoux / Marie-Emmanuelle Khoury
Torchia Communications
514 288-8290, extensions 214 / 216
valerie@torchiacom.com / mekhoury@torchiacom.com