

Patrick Lauzon appointed Senior Vice President, Interactive Marketing Solutions of TC Media

Montreal, July 10, 2013 – TC Media is pleased to announce the appointment of Patrick Lauzon as Senior Vice President, Interactive Marketing Solutions. In this role, Mr. Lauzon will be in charge of interactive marketing operations for our direct customers, i.e. promotional content solutions, custom content solutions and digital marketing solutions, including our mobile solutions, e-flyers and email marketing solutions. He will be a member of the TC Media management team and will join the organization as of July 22.

"I am very pleased to see Patrick join the TC Media management team," said Ted Markle, President of TC Media. "It was essential for us to have an experienced leader like Patrick overseeing the management of interactive marketing solutions. With the team we have in place, we will be able to step up the implementation of our strategic priorities and develop our interactive marketing offering."

"I am excited to be joining TC Media, a great media and marketing organization that is committed to innovation and transformation," declared Patrick Lauzon. "I see great opportunities and look forward to continuing the evolution of TC Media's offer to retail clients, in the e-flyer model, as well as with other shopper and interactive marketing services and solutions."

As a pioneer in Canada's online marketing industry, Patrick Lauzon has distinguished himself over the years for his exceptional sense of leadership and innovation. Before joining TC Media, he was president of Mediative, a Yellow Pages Group company. Prior to that, he held a number of management positions, notably at Sun Media, Canoe.ca, Sympatico/MSN and Bell Canada. Patrick is also very involved in the industry. He has been on the board of directors of IAB Canada (Interactive Advertising Bureau) for almost ten years, and has also been a director of many other organizations such as Aquisio, My Virtual Paper and LIPSO. A graduate of Concordia University, Patrick also attended Northwestern University, Harvard Law School and the Sloan School of Management at MIT.

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

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