

TC Media and Zone3 form strategic alliance
Zone3 takes over television production for TC Media brands

Montreal, October 31, 2013 – TC Media and Zone3 have formed a strategic alliance in which Zone3 will handle TV production for TC Media’s brands for the next four years. With this agreement, Zone3 becomes the exclusive producer for the production of television content for the TC Media consumer and business brands such as *Canadian Living*, *Coup de pouce*, *Décormag*, *Style at Home*, *Les Affaires*, and others. Also with this agreement, all the operations of the TC Media production house will be merged with those of Zone3. Current TC Media productions (*Ça commence bien!* and *Apollo dans l’frigo*) as well as those in the pipeline will now be produced by Zone3. The strategic partnership recently concluded between Lusio Films and TC Media will also continue with Zone3.

“This agreement represents a further step in the extension of our brands on to multiple platforms,” said Ted Markle, President of TC Media. “Zone3 is one of the leading television production companies in Canada. Working with them will give a strong boost to the development of TV content for our brands.”

“TC Media’s brands are part of the daily lives of Quebecers and Canadians. Zone3 has the expertise to showcase them in both French and English,” noted Michel Bissonnette, President Zone3.

“I sincerely thank Philippe Lapointe for negotiating and setting up this agreement. Philippe will be leaving the company in the next few weeks, but will continue to act as a consultant over the next six months to ensure a seamless transition,” said Ted Markle.

About Zone3

One of the leading television production companies in Quebec and Canada, Zone3 offers an impressive line-up of original productions in a range of genres: drama, variety, magazine shows, youth and documentaries. It produces more than 1,200 hours of programming per year.

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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