

*For immediate release***Transcontinental Inc. and Gesca Ltd. have reached an agreement
for new terms and conditions to print the *La Presse* newspaper**

Montreal, February 17, 2014 – Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D) and Gesca Ltd. reached an agreement amending the terms and conditions of the contract to print the *La Presse* newspaper. The agreement gives Gesca greater flexibility to modulate, in accordance with its needs, the printing services for the *La Presse* newspaper. For its part, TC Transcontinental continues to be the exclusive printer of *La Presse*, maintaining ownership of the printing plant and equipment.

“Given the current pace of change in the newspaper industry coupled with *La Presse*’s digital strategy push over the past year, the amended agreement aligns TC Transcontinental and Gesca Ltd. more closely with new realities, said François Olivier, President and Chief Executive Officer of Transcontinental Inc. “In fact, the amended agreement is mutually beneficial. TC Transcontinental will receive a one-time cash payment of \$31 million from Gesca Ltd. to compensate for price reductions on future services and the increased flexibility provided to Gesca so that it can successfully pursue its multiplatform strategy,” concluded Mr. Olivier.

“Given the rapid pace of change in the newspaper industry and the success of *La Presse+* and our multiplatform offering, we wished to review the terms of our printing contract in order to obtain greater flexibility with respect to our printing needs,” said the President and Publisher of *La Presse*, Guy Crevier. “We are pleased to have concluded this agreement and to be continuing our excellent business relationship with TC Transcontinental.”

Profile

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, and door-to-door distribution.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), including TC Transcontinental, TC Media and TC Transcontinental Printing, has over 9,000 employees in Canada and the United States, and revenues of C\$2.1 billion in 2013. Website www.tc.tc.

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For information:

Media

Nathalie St-Jean
Senior Advisor, Corporate Communications
TC Transcontinental
Telephone: 514 954-3581
nathalie.st-jean@tc.tc
www.tc.tc

Financial Community

Jennifer F. McCaughey
Senior Director, Investor Relations and External Corporate Communications
TC Transcontinental
Telephone: 514 954-2821
jennifer.mccaughey@tc.tc
www.tc.tc