

**TC Media announces sale of *La Sentinelle* newspaper in Chibougamau  
and of its monthly *Le Jamésien***

**Montreal, August 25, 2016** – TC Media today announced the sale of the assets of its local weekly newspaper in Chibougamau, Quebec, *La Sentinelle*, and of its regional monthly *Le Jamésien*, to Ms. Karine Desbiens, news editor of these publications. The transaction includes the newspaper and the monthly, which is published 10 times per year, and their related web properties.

“TC Media is pleased to sell *La Sentinelle* and *Le Jamésien* to Ms. Desbiens who demonstrated an interest in becoming the owner of these publications which have earned respect in the region for the relevance of their content,” said Jacques Blais, Vice President of Operations, Local Solutions, TC Media. “We are especially proud to pass the torch to an experienced manager who will continue to promote *La Sentinelle* and *Le Jamésien* to their loyal readers and advertisers.”

“Today I have achieved my dream of running my own business in acquiring two flagship Northern Quebec publications,” added Karine Desbiens, new owner of *La Sentinelle* and *Le Jamésien*. “I believe in this region’s potential and future. That is why I decided to be even more committed to the development of these newspapers. I am honoured to be able to continue their development together with my team.”

**About TC Media**

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing close to 3,000 people. The sector reaches Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, trade publications, retail promotional content, mass and personalized marketing, mobile and interactive applications and geotargeted door-to-door and digital distribution services.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A TCL.B), which has close to 8,000 employees in Canada and the United States, and reported revenues of C\$2 billion in 2015. Website: [www.tc.tc](http://www.tc.tc)

– 30 –

Media

Nathalie St-Jean  
Senior Advisor, Communications  
TC Transcontinental  
Telephone: 514-954-3581  
[nathalie.st-jean@tc.tc](mailto:nathalie.st-jean@tc.tc)  
[www.tc.tc](http://www.tc.tc)

Financial Community

Jennifer F. McCaughey  
Vice-President, Communications  
TC Transcontinental  
Telephone: 514-954-2821  
[jennifer.mccaughey@tc.tc](mailto:jennifer.mccaughey@tc.tc)  
[www.tc.tc](http://www.tc.tc)