

For Immediate Release

**Transcontinental Media G.P. acquires all B2B financial brands from Rogers Media Inc.**

**Montreal, December 1, 2016** – Transcontinental Media G.P., a subsidiary of Transcontinental Inc. (TSX: TCL.A TCL.B), is pleased to announce today the acquisition of all B2B brands of the Advisor and Financial Services Groups from Rogers Media Inc. The transaction comprises seven renowned brands, most of which are available on print and digital platforms, and across events, custom publishing and market research activities. As such, this diversified portfolio reaches professionals, namely from the financial and human resources sectors, through a full range of B2B specialty content and services. The employees working for these brands will join the TC Media teams in Toronto and Montreal.

"This acquisition is in line with our strategy to grow our B2B product and service offering," said Pierre Marcoux, Senior Vice President of Business and Education at TC Media. "It strengthens our existing portfolio of financial advisory brands, extends our portfolio to the pension and benefits segment, and positions TC Media as the leader in these respective markets. Our partners, both readers and advertiser customers, will continue to enjoy our in-depth content and relevant platforms, while benefiting from new business opportunities as a result of this transaction. We are also very pleased to welcome the talented employees who have helped build the reputation of these products and services and to be able to draw on their expertise."

The brands included in this transaction are: *Advisor's Edge* and *Advisor's Edge Report* (advisor.ca), *Conseiller* and *Le journal du Conseiller* (conseiller.ca and conseiller.ca/pme), *Benefits Canada* (benefitscanada.com and smallbizadvisor.ca), *Avantages* (conseiller.ca/avantages), *Canadian Insurance Top Broker* (CITopBroker.com), *Canadian Investment Review* (InvestmentReview.com) and *Canadian Institutional Investment Network* (institutionalinvestmentnetwork.ca).

TC Media's current B2B product portfolio includes: *Investment Executive* (investmentexecutive.com) and *Finance et Investissement* (finance-investissement.com), *Les Affaires* and *Les Affaires Plus* – including the *Les Affaires* events – (lesaffaires.com), *Acquization.biz*, *Journal Constructo*, *Les leaders de la construction au Québec* and *Voir Vert* (groupeconstructo.com), as well as the management of the Government of Québec's electronic tendering system (*Système électronique d'appel d'offres du gouvernement du Québec* – seo.ca).

## About TC Media

TC Media is a leading provider of media solutions in Canada, employing over 2,500 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 for professionals, retail promotional content, mass marketing tools, and geotargeted door-to-door 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)

## About TC Transcontinental

Canada's largest printer with operations in print, flexible packaging, publishing and digital media, TC Transcontinental's mission is to create products and services that allow businesses to attract, reach and retain their target customers.

Respect, teamwork, performance and innovation are strong values held by the Corporation and its employees. The Corporation's commitment to its stakeholders is to pursue its business and philanthropic activities in a responsible manner.

Transcontinental Inc. (TSX: TCL.A TCL.B), known as TC Transcontinental, has close to 8,000 employees in Canada and the United States, and revenues of C\$2.0 billion in 2015. Website: [www.tc.tc](http://www.tc.tc)

– 30 –

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