

**TRANSCONTINENTAL PROVIDES TEXT MESSAGING SERVICE FOR
SOCIÉTÉ DE TRANSPORT DE LAVAL CUSTOMERS**

Montreal, August 17, 2010 – Transcontinental is pleased to announce it is providing a text messaging service for Société de transport de Laval (STL) customers to receive up-to-the-minute arrival times for bus routes. Using their cellphone or other wireless device, transit riders text a number specific to their stop to 511785 (511STL) and seconds later, a text message is sent back to them with the arrival times of upcoming buses, determined by Global Positioning Systems. The STL offers this on-demand service to its customers for bus routes and lines, as well as a free subscription service that sends text message alerts regarding detours or delays, as part of its STLSynchro service. These text messaging services were developed by LIPSO, a leading mobile solutions provider owned by Transcontinental.

“The Société de transport de Laval operates over 20 million runs annually and is committed to making it increasingly easy to travel on its network,” said Christian Trudeau, President, Marketing Communications Sector, Transcontinental. “We’re thrilled that Transcontinental’s expertise in delivering mobile solutions makes life a little easier for commuters, whether they are in Vancouver, Toronto or Laval.”

In addition to the STL, LIPSO has delivered a number of important business applications for large and well known transportation organizations in North America and Europe such as Aéroports de Montréal, Aéroport Nantes Atlantic (France) and Air Canada, as well as text messaging programs for the Toronto Transit Commission and TransLink, Metro Vancouver’s regional transportation authority.

Transcontinental’s LIPSO develops and markets mobile solutions that facilitate communications and transactions between organizations and mobile users and is Canada’s leading company in this field. LIPSO is the only technology provider to play the triple role of system integrator, provider of mobile transaction connectivity/management (SMS, WAP push, MMS, etc.) and developer of innovative mobile applications with strong revenue-generating potential. LIPSO has extensive knowledge of the telecommunications landscape, mobile handsets and devices and direct connection to all Canadian carriers; it also manages and supports the large number of protocols used by the various wireless carriers in Canada and abroad.

Transcontinental mobile solutions developed by LIPSO are also used by CBC/Radio-Canada and Groupe Dynamite (Garage and Dynamite brands), among others. For more information about LIPSO, please visit <http://www.transcontinental-marcom.com>.

For more information on the Société de transport de Laval service, please visit www.stl.laval.qc.ca.

About Transcontinental

The Marketing Communications Sector provides marketing services and products using new communications platforms supported by database analytics, premedia, e-flyers, email marketing, and custom communications. Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is



the largest printer in Canada and in Mexico, and fourth-largest in North America. It is also the country's leading publisher of consumer magazines and French-language educational resources, the second-largest community newspaper publisher, and its digital platform delivers unique content through more than 120 Web sites. Transcontinental is a growth-oriented company with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation.

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