

## **Transcontinental Strengthens its Leading Position in Interactive Marketing Solutions**

**Montreal, November 18, 2010** – Transcontinental Inc. announced today that it has changed the name of its Marketing Communications Sector to Transcontinental Interactive. The sector's mission remains the same, which is to develop interactive marketing communication solutions based on digital technology.

The name change is the kick-off to the integration of sector operations. The sector has continued to develop since it was created in November 2008, diversifying its offering and core competencies through a number of strategic acquisitions: Conversys, LIPSO, Premedia (Transcontinental Digital Services and Transcontinental Transmedia), Thindata 1:1, Rastar, Totem and Vortex Mobile. Now all grouped under Transcontinental Interactive, these entities are combining their forces to offer their customers marketing strategy and planning services, data analytics, premedia services, online direct marketing, one-to-one marketing, mobile marketing and custom communications, including custom publishing and the digital printing of marketing products.

"This change represents a turning point for our organization. The new name more accurately reflects our expertise and solutions. It also reflects our drive to become the leading provider of interactive marketing solutions in North America," said Christian Trudeau, President of Transcontinental Interactive. "Our customers lead in their markets. To ensure they remain in that enviable position, we are developing complete, intelligent and integrated campaigns for them that put them in relationship with their consumers."

For François Olivier, President and Chief Executive Officer of Transcontinental Inc., the sector's name change is in line with Transcontinental's commitment to offering its customers fully integrated services. "With the Media Sector's outstanding content and strong brands, the Printing Sector's manufacturing excellence, and the new Interactive Sector's marketing communications solutions, Transcontinental Inc. is in a better position than ever to achieve its primary mission: helping our customers reach their target consumers more effectively."

### **About Transcontinental**

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. In addition, its digital platforms deliver unique content through more than 150 websites. Transcontinental also offers marketing products and services that use new communications platforms supported by database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 11,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2009. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).



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