

## **Antoine Shiu appointed Vice President of Sales and Creative Services for TC Media**

Montreal and Toronto, July 11, 2013 – TC Media is proud to announce the appointment of Antoine Shiu to the position of Vice President, Sales and Creative Services, for TC Media in Toronto. In this role, Mr. Shiu will be in charge of the National Sales teams in Toronto, which includes Digital Solutions, Consumer Solutions and Creative Services. He will also oversee the development of strategic sales orientations for all products in these business groups and act as a leadership presence for TC Media in the Toronto marketplace. He will join the organization on July 22.

Antoine Shiu is an experienced leader with an excellent track record in building cohesive and high performance teams. Focused on his clients, he has a comprehensive understanding of their needs and builds innovative strategies and bundling offers that deliver results in changing and highly competitive markets. Before joining TC Media, Mr. Shiu was Vice President Sales and Customer Service in Toronto for LexisNexis Canada, where he secured revenues and profit growth by conducting thorough business analysis and realigning the structure and account planning strategies in accordance. Prior to that, he spent a fair share of his career growing in the Bell Canada and BCE ranks in Québec, Ontario and in Mexico with BCI. He began with roles in consumer sales and service, enterprise business transformation and later evolved through general manager positions in various divisions. He finally reached the position of General Manager of Enterprise Sales at Bell Mobility first for Québec and then for Ontario.

### **About TC Media**

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website [www.tc.tc](http://www.tc.tc).

### **For more information or interview requests:**

#### **TC Media**

Patricia Robichaud  
Communications Advisor  
Telephone: 514-392-2010  
[patricia.robichaud@tc.tc](mailto:patricia.robichaud@tc.tc)