

Carlos Lamadrid appointed Senior Vice President of Consumer Solutions for TC Media

Montreal and Toronto, July 30, 2013 – TC Media is proud to announce the appointment of Carlos Lamadrid to the position of Senior Vice President, Consumer Solutions. He will join the organization on September 3 and report to Ted Markle, President of TC Media. In this role, Mr. Lamadrid will be in charge of optimizing TC Media's brand portfolio and spearheading the multiplatform growth strategy for its flagship brands in the Toronto, Montreal and Vancouver markets. He will oversee the magazines portfolio which features titles such as *Canadian Living*, *Coup de pousse*, *ELLE Canada*, *ELLE Québec*, *Style at Home*, *Décormag*, *Western Living* and *The Hockey News*, the digital & mobile editions and the TV production house.

"I am proud to welcome Carlos Lamadrid, a leading marketing expert in the US media industry, as a senior executive part of our senior team", said Ted Markle, President of TC Media. "Carlos brings with him a very rich experience in making renowned brands, such as *Woman's Day*, *JANE* and *Men's Journal*, a success across all platforms. He will add a new perspective and help us create even more value for our customers and consumers."

"Entering the Canadian market by joining TC Media, a company that has great success with strong brands that truly resonate with their audience, is a fantastic opportunity" said Carlos Lamadrid. "I am very pleased at the idea of working with this dynamic team and of contributing to make these amazing brands thrive, as they have done for many years already."

Carlos Lamadrid was until recently Executive Vice President at Penske Media, a leading digital media company with a portfolio of lifestyle brands that provide original web content for sites such as Deadline, OnCars, HollywoodLife and Variety, just to name a few. He was previously Senior Vice President and Chief Brand Officer of the Woman's Day Brand Group at Hachette Filipacchi Media. At the helm of one of the best-recognized media brands and most-read magazines in America, he was responsible for advertising, business development and editorial aspects of the 21 million-reader magazine, its special interest publications and its declinations on multiple platforms, including television. Previously, he was with Conde Nast as Vice President and Publisher of JANE from 2005 to 2007, and Publisher of Men's Journal Magazine from 2003 to 2005. He was also responsible for the turnaround of Men's Journal magazine, for parent company Wenner Media.

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.

For more information or interview requests:

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