

For Immediate Release

TRANSCONTINENTAL ANNOUNCES NORMAL COURSE ISSUER BID

Montreal, December 18, 2007 – Transcontinental Inc. has been authorized to purchase for cancellation on the open market, between December 20, 2007 and December 19, 2008, up to 3 333 994 of its Class A Subordinate Voting Shares, representing 5% of the 66 679 889 issued and outstanding Class A Subordinate Voting Shares as of December 10, 2007, and up to 845 271 of its Class B Shares, representing 5% of the 16 905 432 issued and outstanding Class B Shares as of December 10, 2007. The average daily trading volume on the Toronto Stock Exchange of Class A Subordinate Voting Shares for the past six months was 110 690 and the average daily trading volume on the Toronto Stock Exchange of Class B Shares for the past six months was 397. Accordingly, Transcontinental Inc. is entitled to purchase, when aggregated with all other purchases during the same trading day, not more than 25% of the average daily trading volume for the past six months on any trading day of Class A Subordinate Voting Shares, being 27 672 Class A subordinate Voting Shares and up to 1000 Class B Shares. The purchases will be made in the normal course of business at market prices through the facilities of the Toronto Stock Exchange in accordance with the requirements of the exchange. During the period from November 21, 2006 to November 20, 2007, Transcontinental Inc. has purchased 2 342 500 Class A Subordinate Voting Shares at an average price of \$21.26 and 141 800 Class B Shares at an average price of \$21.64.

The Corporation has determined that the purchase of its Class A Subordinate Voting Shares and Class B Shares will allow it to optimize its capital structure and to create long-term value for shareholders.

Profile

The largest printer in Canada and sixth-largest in North America, Transcontinental is the country's leading publisher of consumer magazines and French-language educational resources, and its second-largest community newspaper publisher. Transcontinental distinguishes itself by creating strategic partnerships that integrate the company into its customers' value chain, notably through its unique newspaper printing outsourcing model and its value-added services. From mass to highly personalized marketing, the company offers its clients integrated solutions which include a continent-leading direct marketing offering, a diverse digital platform and a door-to-door advertising material distribution network. Transcontinental is a company whose values, including respect, innovation and integrity, are central to its operation.



Transcontinental (TSX: TCL.A, TCL.B) has more than 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2007.

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