

P R E S S R E L E A S E

For immediate release

TRANSCONTINENTAL LISTED ON THE JANTZI SOCIAL INDEX

Montreal, March 28, 2008 – Transcontinental is pleased to announce it remains a constituent on the Jantzi Social Index® (JSI®), a socially screened, market capitalization-weighted common stock index modeled on the S&P/TSX 60. The JSI® consists of 60 Canadian companies that pass a set of broadly-based environmental, social, and governance rating criteria which include community involvement, employee relations and the environment. Transcontinental has held its position on the Jantzi Social Index® since March 2004.

“Transcontinental is pleased to continue to be recognized by the Jantzi Social Index®,” said François Olivier, President and Chief Executive Officer, Transcontinental. “We have been diligent about continuously improving how we operate as a company, because we know that over the long term, this will deliver the most value to our employees, our customers, and our shareholders.”

Recent steps the company has taken to support this objective include the introduction of a Paper Purchasing Policy in October 2007. This policy promotes the use of environmentally preferable papers through a classification process that allows clients to make an informed choice regarding the paper they choose for their printing and publishing needs.

As noted by Markets Initiative, a Canadian-based organization that works to encourage ecologically sustainable paper products, Transcontinental was the ‘first major North-American print media conglomerate to take such a comprehensive step towards safeguarding our forests and our climate.’

Transcontinental recently published its first *Initiatives 2007* environmental brochure, which highlights the Paper Purchasing Policy, as well as steps employees have taken towards building a greener working environment.

To see the complete brochure, please visit www.transcontinental.com/initiatives2007_en.html. For more information on Transcontinental’s corporate citizenship and corporate governance, please go to www.transcontinental.com and visit the “Who We Are” section.

About Transcontinental

The largest printer in Canada and sixth-largest in North America, Transcontinental is also 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 Corporation 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 close to 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2007.

About Jantzi Research Inc.

Jantzi Research Inc. is Canada's leading provider of environmental, social and governance (ESG) research to institutions that integrate social and environmental criteria into their investment decisions. In January 2000 it launched the Jantzi Social Index® (JSI®), a socially screened, market capitalization-weighted common stock index modeled on the S&P/TSX 60. With partners [Dow Jones Indexes](#) and State Street Global Advisors, the JSI is gaining exposure in the mainstream investment community as it generates the first definitive data in Canada regarding the effects of integrating ESG parameters into the investment decision-making process. Locally and internationally investment managers are following the JSI as their ESG benchmark for the Canadian market.

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