

TRANSCONTINENTAL APPOINTS FRANÇOIS R. ROY TO BOARD OF DIRECTORS

Montreal, May 23, 2008 – Transcontinental Inc. today announced the appointment of François R. Roy to the company's board of directors. Mr. Roy is Vice Principal (Administration and Finance) at McGill University.

"Following a unanimous decision by our board members, I am proud to announce the appointment of François R. Roy to the Transcontinental board of directors," said Rémi Marcoux, founder and executive chairman of the board of Transcontinental. "Mr. Roy has in-depth experience as a senior financial executive in the media, print and marketing sectors which will provide unique insight and perspective to Transcontinental as we grow the company."

Mr. Roy was previously Chief Financial Officer at Télémedia, a Canadian media company which had holdings in radio, television and magazine publishing, as well as Avenor, an international forest products company, and Quebecor Inc. Mr. Roy has a long history of involvement in the Montreal arts community and has been a member of the Board of Trustees of the Opera de Montreal, the Montreal Museum of Fine Arts, the Canadian Centre for Architecture, and the International Festival of Films on Art. Mr. Roy earned his BA and MBA from the University of Toronto.

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 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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