



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

*For immediate release*

## TRANSCONTINENTAL SUPPORTS THE SALON NATIONAL DE L'ENVIRONNEMENT

Montreal, June 13, 2008 – Transcontinental is pleased to announce it is a sponsor of the Salon national de l'environnement, an event dedicated to the environment that takes place in the Old Port of Montreal from June 13-15. More than 35,000 visitors are expected to attend to learn about today's environmental challenges, and the solutions and tools for change.

"Transcontinental is pleased to be involved with the Salon national de l'environnement," said François Olivier, President and Chief Executive Officer, Transcontinental. "Transcontinental is committed to sustainable development and we are continuously improving how we operate because we know that over the long term, this will deliver the most value to our employees, our customers, and our shareholders. We're pleased to support initiatives that work to impart the same values to the general public."

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](http://www.transcontinental.com/initiatives2007_en.html).

### **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 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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