

**TRANSCONTINENTAL ANNOUNCES SENIOR MANAGEMENT APPOINTMENT**

Montreal, January 8, 2009 – Transcontinental Inc. today announced the appointment of Sylvain Morissette to the position of Vice-President, Corporate Communications. Mr. Morissette will report to the President and CEO, François Olivier, and will be a member of the Corporation's Executive Committee. He will take up his duties on February 2, 2009. Mr. Morissette is replacing Jean Blouin, who had great success in this role over the last 15 years.

"Sylvain brings Transcontinental the benefit of more than 20 years in corporate communications, including eight years as a member of the Rona management team," said François Olivier. "He has been very successful at every stage of his career. Sylvain is a leader and team player; we are eager to welcome him into the company. His main challenge will be to facilitate communication and implementation of our growth strategy, which has two complementary poles: strengthening our core publishing and printing activities and transforming our company to maximise the benefit from digital media and the latest trends in marketing."

After starting out as a journalist and radio host at CHEF Radio in Granby, Mr. Morissette worked for the Société des alcools du Québec (SAQ) from 1988 to 1996, where he was in charge of internal, financial and external communications, along with media relations, before becoming the coordinator of communications and marketing events. From 1996 to 1998 he was an account director with the public relations firm Bazin Larouche Sormany Vigneault. In 1998 he was recruited by Rona to establish and run its corporate Public Relations department. Reporting to the president and CEO, he was responsible for achieving the corporation's objectives with respect to internal and external communications, as well as investor relations. Since 2006, he has been president and CEO of the Association of Quebec Advertising Agencies. Mr. Morissette has a Bachelor of Science in Political Science from the University of Montreal.

Jean Blouin, for his part, has decided to return to private practice in his profession and is setting up his own firm. "Jean has made a significant contribution to Transcontinental's development and growth over the past 15 years; I thank him on behalf of all his colleagues," said François Olivier. "He has also defined and developed this position and built a solid team, ensuring top-quality continuity. Jean will work with Sylvain to ensure an orderly transition over the coming months."

**About Transcontinental**

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and sixth-largest in North America. It is also the country's leading publisher of consumer magazines and French-language educational resources, its



second-largest community newspaper publisher, and its digital platform delivers unique content through more than 120 Web sites. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database analytics, premedia, email marketing, and custom communications. Transcontinental is a growing company with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation.

Transcontinental (TSX: TCL.A, TCL.B) has approximately 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2008. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

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