

TRANSCONTINENTAL EARNS TRIPLE CHAIN OF CUSTODY CERTIFICATION

Montreal, January 20, 2009 – Transcontinental Inc. today announced it has received triple chain of custody certification in all 45 of its facilities in Canada and the United States. This certification designates that the process by which paper is made promotes sustainable forest management standards. Transcontinental has been certified by the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC).

Transcontinental clients in Canada and the United States will have their work designated with the appropriate FSC, SFI or PEFC logo when work is printed on certified paper, which ensures the process by which the paper is made promotes well managed forests. These printed pieces can be tracked from the harvesting of the wood through distribution as part of a chain of custody process, and ensures that only papers that have been certified are printed with the appropriate logo.

“Transcontinental is committed to sustainable development and we are proud that our facilities have earned triple chain of custody certification,” said François Olivier, President and Chief Executive Officer, Transcontinental Inc. “In 2007, we introduced a Paper Purchasing Policy in order to offer our customers choices suited to their environmental goals, and this certification is an extension of our commitment.”

The third party audit was performed by SmartWood for FSC and by PriceWaterhouseCoopers for PEFC and SFI.

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.



-30-

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