

*For Immediate Release*

**TRANSCONTINENTAL MEDIA ACQUIRES  
THE SPRINGHILL-PARRSBORO RECORD IN NOVA SCOTIA**

Montreal, November 23, 2007 – Transcontinental Media today announced it has acquired *The Springhill-Parrsboro Record* in Nova Scotia from Advocate Media Incorporated. Established in 1929, the weekly paper serves more than 1,600 households in the Northern Nova Scotia region. The acquisition brings Transcontinental Media's newspaper total to 170 community publications across Canada, with approximately 250 million copies annually.

"This acquisition will be beneficial for Springhill merchants and businesses as it gives them a broader reach into the Amherst and Truro markets, where Transcontinental already owns two dailies," said Marc-Noël Ouellette, Senior Vice President, Newspaper Group, Transcontinental Media. "The community-based editorial content and loyal readership of *The Springhill-Parrsboro Record* make it a great addition to our portfolio of newspapers."

Advocate Media Inc. has a proud history of more than thirty years with *The Record* and the communities it serves. The company remains committed to community newspapers and maintains a long term vision for its other publications.

"We have been honoured to have had the opportunity to report on, participate in and sometimes challenge the community," said Sean Murray, President, Advocate Media Inc. "While the decision to sell *The Record* was not an easy one, we firmly believe that its staff and the community will continue to advance in the long term with Transcontinental's presence."

Transcontinental Media, as the second largest publisher of community newspapers in Canada, publishes daily, weekly, bi-weekly and monthly newspapers in the provinces of Ontario, Quebec, Newfoundland and Labrador, Nova Scotia, Prince Edward Island, New Brunswick and Saskatchewan.

**About Transcontinental Media**

The fourth-largest print media group in Canada, with more than 3000 employees and annual revenues of \$580 million in 2006, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources as well as being the largest publisher of community newspapers in Eastern Canada. It publishes the weekday daily *Métro* in Montreal, owns a number of digital business units, and is also, through Publi-Sac, Quebec's leading door-to-door distributor of advertising material.



Transcontinental Media is a subsidiary of Transcontinental Inc. (TSX: TCL.A, TCL.B), which has more than 14,500 employees in Canada, the United States and Mexico and reported revenues of C\$2.3 billion in 2006.

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