

*For Immediate Release*

**TRANSCONTINENTAL MEDIA ANNOUNCES APPOINTMENT OF JOHN CLINTON AS  
SENIOR VICE PRESIDENT AND GENERAL MANAGER OF CONSUMER PUBLICATIONS**

Montreal, February 6, 2008 – Transcontinental Media, Canada’s leading publisher of consumer magazines, today announced the appointment of John Clinton as Senior Vice President and General Manager of Consumer Publications, which has a national English and French magazine distribution of over 75 million copies annually with titles including *Canadian Living*, *Elle Canada* and *Elle Québec*.

Mr. Clinton will assume his duties on March 31, 2008. In this new role based in Toronto, he will manage the executive team of the group and be responsible for its business development and organic growth.

“John is a senior advertising executive with a deep knowledge of the industry in both Canada and the U.S. His experience with many of Transcontinental’s largest clients, with building national and global brands, and with the media industry as a whole will help bring a fresh perspective as he leads the growth of Consumer Publications in our Magazine Group,” said Natalie Larivière, President, Transcontinental Media. “John also understands success begins with our employees, and that strong values in that respect can only benefit our clients and consumers.”

Since 1999, Mr. Clinton was Canadian President and CEO of Grey Advertising in Toronto, a full-service communications agency with operations in Vancouver, Montreal and Toronto. Previously, Mr. Clinton was Chairman and Chief Executive Officer of JWT Canada as well as overseeing Kellogg’s North American Business. During his twenty years there, he occupied senior positions in Canada and the U.S., serving as Executive Vice President and General Manager – Chicago and President and CEO of Enterprise Advertising. He has a Bachelor of Arts degree from Queen’s University at Kingston.

**About Transcontinental Media**

The fourth-largest print media group in Canada, with more than 3,000 employees and annual revenues of \$633 million in 2007, 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 approximately 15,000 employees in Canada, the United States and Mexico and reported revenues of C\$2.3 billion in 2007.

-30-

For information:

Media

Nessa Prendergast  
Director, Media Relations  
Transcontinental Inc.  
Telephone: 514 954-2809  
[nessa.prendergast@transcontinental.ca](mailto:nessa.prendergast@transcontinental.ca)  
[www.transcontinental.com](http://www.transcontinental.com)

Financial Community

Jennifer F. McCaughey  
Director, Investor Relations  
Transcontinental Inc.  
Telephone: 514 954-2821  
[jennifer.mccaughey@transcontinental.ca](mailto:jennifer.mccaughey@transcontinental.ca)