

For Immediate Release

TRANSCONTINENTAL ANNOUNCES NEW EXCLUSIVE SIX-YEAR CONTRACT VALUED AT \$210 M FOR THE PRINTING OF ROGERS' MAGAZINES

Montreal, February 15, 2008 – Transcontinental Inc. today announced it has signed an exclusive six-year contract for the printing of Rogers' complete magazine portfolio. Rogers is Canada's largest magazine publisher with over 70 consumer, business and professional magazines in Canada, including *Chatelaine*, *Maclean's*, *L'actualité*, and *Canadian Business*. The six-year contract, valued at approximately \$210 million, represents all new business for Transcontinental.

The contract takes effect on February 1, 2009, at which time Transcontinental will become the most important catalogue and magazine printer in Canada. The magazines will be printed on the Transcontinental network across Canada, including the Transcontinental RBW Graphics facility in Owen Sound, Ontario.

"This contract to print Rogers' magazine portfolio underlines the positive results of our commitment to being leaders in technology and to continuous improvement across our Canadian network of printing facilities," said Luc Desjardins, President and Chief Executive Officer of Transcontinental. "This contract is also the result of teamwork led by Guy Manuel, President, Marketing Products and Services Sector, and Brian Reid, Senior Vice President, Catalogue and Magazine Group, Transcontinental Printing."

For his part, François Olivier, Chief Operating Officer, said, "This is a major milestone for Transcontinental, having won this important contract thanks to our strong national platform and reputation for producing top quality products on a consistent basis. Our solid financial position also gives Transcontinental the flexibility to invest in additional equipment in order to better serve our clients, or to serve new clients, like Rogers."

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 company 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 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
www.transcontinental.com

Financial Community

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