

P R E S S R E L E A S E

For Immediate Release

TRANSCONTINENTAL MAINTAINS BBB (HIGH) RATING FROM DBRS

Montreal, April 15, 2008 – Transcontinental Inc. yesterday received notice that DBRS has maintained its BBB (high) rating for Transcontinental Inc. and improved the trend for its Senior Unsecured Debentures. DBRS noted this “trend change reflects Transcontinental’s continued strong operational performance, despite the ongoing challenges affecting the printing industry and the adverse effects of foreign exchange rates.”

“This rating reflects Transcontinental’s solid financial position and capacity to succeed in today’s market,” said Benoit Huard, Vice President and Chief Financial Officer, Transcontinental. “It is a result of our successful strategy to operate in niches that deliver the best value to our customers and our shareholders. The credit for this rating from DBRS must also be shared with all Transcontinental employees, who are dedicated to building a world-class company.”

For details on the DBRS rating, please visit <http://www.dbrs.com/intnlweb/jsp/content/document.faces>.

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 Corporation 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 over 15,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.3 billion in 2007.

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