

For Immediate Release

**TRANSCONTINENTAL ANNOUNCES APPOINTMENT OF CHRISTIAN TRUDEAU
AS PRESIDENT OF ITS MARKETING COMMUNICATIONS SECTOR**

Montreal, March 12, 2009 – Transcontinental Inc. today announced the appointment of Christian Trudeau as President of its Marketing Communications Sector, which delivers integrated marketing solutions to its clients by focusing on the development of new one-to-one advertising services, new communications platforms and the production of marketing communications products.

A seasoned leader with over 25 years of business experience, Mr. Trudeau will assume his duties on April 9, 2009. He will oversee the development and growth of this sector which has over 3,000 employees and revenues of approximately \$400 M on an annualized basis.

“I am happy that Christian will be leading our Marketing Communications Sector, which was created to partner with our clients to deliver an unparalleled suite of strategic marketing capabilities,” said François Olivier, President and Chief Executive Officer, Transcontinental Inc. “Christian is recognized as a dynamic and solid manager and an effective communicator. He has an impressive track record in terms of opening markets and in the development and integration of high-growth, technology-focused companies. Supported by an entrepreneurial team that balances creativity and technological innovation, I am confident that Christian will build both unique marketing channels and programs using multiple platforms to reach consumers needs and new sources of revenue and growth.”

Transcontinental Marketing Communications consists of Transcontinental’s activities in database analytics, premedia, email marketing, one-to-one marketing, custom communications, including custom publishing, and the printing of marketing products, among others. It also encompasses recent strategic acquisitions including: Thindata, Canada’s leading permission-based email marketing services firm; Rastar, which offers personalized marketing services with interactive databases and variable digital printing in the U.S.; Redwood Custom Communications, a North American leader in custom communications; and, Conversys, the leading Canadian Print-to-Web provider that specializes in the seamless transformation of print marketing materials such as flyers and catalogues into rich, interactive Web content.

Since 2004, Mr. Trudeau was President and Chief Operating Officer of Centria Commerce, an e-commerce company specializing in integrated management solutions which bring together financial institutions, general contractors and their suppliers, for construction projects. Previously, Mr. Trudeau was President and Chief Operating Officer of BCE Emergis Inc. a North American leader in e-commerce, and he also held senior executive positions at Bell Canada and the Montréal Exchange. He is also active in the community, and devotes time to the United Way and Auberges du coeur, among others. In 2000, he was a Top 40 Under 40™ award recipient.



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) operates 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.

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