

**TRANSCONTINENTAL ANNOUNCES SALE OF  
DUMAIS STREET PRINTING PLANT IN RIMOUSKI**

Rimouski, Quebec, June 23, 2009 – Transcontinental today announced the sale of its Dumais Street printing plant in Rimouski to a company managed by well-known local businessman Gonzague Drapeau. Thanks to the sale, the specialized commercial printing plant will continue to operate in the interest of its employees, loyal customers and the local community.

“After carefully examining our business objectives, the decision was made to sell our Dumais Street printing plant in Rimouski,” said Transcontinental Printing Newspaper Group Vice-President Manufacturing Operations Richard Lafrenière. “I would like to thank all employees at the plant for their commitment and support over the last few years and wish the new management team every success in pursuing their plans.”

“Our organization has grown over the years thanks to our own internal resources,” said Groupe L’Avantage president Gonzague Drapeau. “In this case, we’re talking about a successful commercial printing plant with a solid history in Rimouski, providing jobs to some 30 skilled men and women in the area. We’re very pleased and proud in having them join our group.”

The Dumais Street plant specializes in printing brochures, folders and stationery, including information kits, business cards and letterheads, with complete prepress, printing and bindery services.

Transcontinental will remain very active in the region operating its printing plant at Pointe-au-Père. The Pointe-au-Père facility, which prints flyers and newspapers, provides jobs for another 30 people in the area.

In selling the Dumais Street plant, Transcontinental also concluded two major five-year contracts with Gonzague Drapeau’s organization. Transcontinental will print the *L’Avantage* and *L’Avantage Gaspésien* newspapers, while L’Avantage will distribute flyers for Transcontinental clients in the Rimouski and Gaspé Peninsula regions.



### **About Transcontinental**

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients along with a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and the fifth largest in North America. It is also Canada's leading publisher of consumer magazines and French-language educational resources as well as the country's second-largest community newspaper publisher. Transcontinental's digital platform delivers unique content through more than 120 websites. 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) employs approximately 13,500 employees in Canada, the United States and Mexico, and reported revenues of \$2.4 billion in 2008. For more information about the Corporation, please visit [transcontinental.com](http://transcontinental.com).

-30-

For information:

Media

Maxim Labrie

Media Relations

Transcontinental Inc.

514-954-4176

[maxim.labrie@transcontinental.ca](mailto:maxim.labrie@transcontinental.ca)