

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

For Immediate Release

**TRANSCONTINENTAL INC. FILES PRELIMINARY SHORT FORM BASE SHELF PROSPECTUS
FOR UP TO \$500 MILLION OF DEBT SECURITIES AND PREFERRED SHARES AND
CONSEQUENTLY REVISES 2008 FINANCIAL STATEMENTS**

Montreal (Québec), September 10, 2009 – Transcontinental Inc. announced today the filing with securities regulators in each of the provinces of Canada of a preliminary short form base shelf prospectus relating to debt securities and preferred shares for aggregate proceeds of up to \$500 million. These securities may be offered from time to time, during a 25-month period for which the short form base shelf prospectus remains valid.

Unless otherwise specified in a Prospectus Supplement, Transcontinental may issue securities under this prospectus for general corporate purposes, which may include the repayment of indebtedness and the financing of acquisitions and investments provided market conditions are favourable.

This news release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale or any acceptance of an offer to buy these securities in any province or territory of Canada in which such offer, solicitation or sale would be unlawful prior to qualification under securities laws of any such province or territory. The securities referred to herein have not been and will not be registered under the United States *Securities Act of 1933*, as amended, or any state securities laws and may not be offered, sold or delivered within the United States of America and its territories and possessions except in certain transactions exempt from such registration requirements. The preliminary short form base shelf prospectus contains important information concerning these securities and is available on SEDAR at www.sedar.com.

In the context of the filing of its preliminary short form base shelf prospectus which includes by reference its audited consolidated financial statements for the year ended October 31, 2008, the Corporation was required to refile these financial statements as a result of the revision of the segmented information to reflect the new organizational structure of the Corporation implemented on November 1, 2008. This revision does not have any impact on other financial information comprised in the financial statements. As a result thereof, the Corporation has amended and refiled its Management's Discussion and Analysis of the financial condition and results of operations for the year ended October 31, 2008.



Given the revision, the following table sets forth the revised revenues and percentage of revenues by operating sector reflecting the new organizational structure of the Corporation for the fiscal years ended October 31, 2008 and 2007 and should be read as replacing the table shown on page 13 of the Corporation's Annual Information Form for the year ended October 31, 2008.

(in millions of dollars except for percentages)	Fiscal Years Ended October 31			
	2008 (\$)	2008 (%)	2007 (\$)	2007(%)
Printing Sector	1,536.7	63.2	1,533.0	65.9
Marketing Communications Sector	341.7	14.1	252.5	10.9
Media Sector	645.3	26.6	632.8	27.2
Inter-segment sales, other activities and unallocated amounts	(94.4)	(3.9)	(92.1)	(4.0)
Total	2,429.3	100	2,326.2	100

The Corporation has also refiled the French version of its unaudited financial statements for the six-month period ended April 30, 2009 as certain references to the notes to the financial statements were inadvertently omitted from the version filed on SEDAR. This refiling does not have any impact on other financial information comprised in the financial statements.

The Corporation's Board of Directors, on the recommendation of management, has concluded that it is necessary to refile the Corporation's audited consolidated financial statements for the year ended October 31, 2008, the Management's Discussion and Analysis for the year ended October 31, 2008 as well as the French version of the unaudited interim consolidated financial statements of the Corporation and the notes thereto for the six-month period ended April 30, 2009. Therefore, the Corporation's financial statements as previously published and filed for the year ended October 31, 2008, the Management's Discussion and Analysis as previously published and filed for the year ended October 31, 2008 and the French version of the unaudited interim consolidated financial statements and the notes thereto as previously published and filed for the six-month period ended April 30, 2009 should no longer be relied upon.

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 sixth 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 Corporation 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 13,000 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 www.transcontinental.com.

-30-

For information:

Media

Maxim Labrie
Media Relations
Transcontinental Inc.
Telephone: 514 954-4176
maxim.labrie@transcontinental.ca
www.transcontinental.com

Financial Community

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