

**TRANSCONTINENTAL'S ANNUAL REPORT WINS GOLD FOR  
MOST ENGAGING ANNUAL REPORT WORLDWIDE**

Montreal, July 29, 2010 – Transcontinental is pleased to announce that its 2009 annual report, *Working Together, Listening to Consumers*, received a Gold Award for Most Engaging annual report worldwide as well as two Platinum Awards from the 2009 Vision Awards Annual Report Competition from the League of American Communications Professionals (LACP). Selected from among more than 4,000 entries representing 25 countries worldwide, Transcontinental also received a Platinum Award for Most Engaging annual report in the Americas Region and a Platinum Award for excellence within its industry on the development of the annual report. Transcontinental earned a total score of 99 out of a maximum 100 points awarded in this competition and is the only Canadian company to rank in the top ten of the Top 100 Annual Reports.

“Transcontinental’s annual report is an important reflection of our achievements and the work we do for our customers,” said François Olivier, President and Chief Executive Officer, Transcontinental. “As a printer, publisher and provider of marketing communication services, we could not be more thrilled with the international recognition and top spot in Canada our 2009 annual report has received from the LACP.”

Transcontinental annual reports, produced in house from concept to delivery and printed at the Transcontinental Litho Acme facility in Montreal, are consistently recognized for excellence: this represents the eighth consecutive year its annual report has been honoured by the LACP.

“This year’s annual report for Transcontinental proves to be remarkable in light of tremendous competition,” said Christine Kennedy, LACP Managing Director. “The level of creativity exhibited in the report is outstanding, which is supported by outstanding clarity in communicating this year’s key messages.”

Transcontinental's 2009 annual report is available [here](#) and results from the LACP competition are available [here](#).

**About LACP**

League of American Communications Professionals (LACP) was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. As part of this goal, LACP hosts a free monthly newsletter distributed via e-mail and quarterly competitions that target various disciplines within the communications field. Currently, more than 30,000 subscribers receive the monthly newsletter, which shares best practices; provides tools, tips,



and resources to professional; and hosts various forums to discuss industry trends and challenges. Visit LACP on the Worldwide Web at [www.lacp.com](http://www.lacp.com).

### **About Transcontinental**

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, the second-largest community newspaper publisher, and with its digital platforms that deliver unique content through more than 120 websites, it is also one of Canada's leading media groups. In addition, Transcontinental offers marketing products and services that use new communications platforms supported by database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 11,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2009. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

– 30 –

For information:

#### Media

Nessa Prendergast  
Director, Media Relations  
Transcontinental Inc.  
Telephone: 514 954-2809  
[nessa.prendergast@transcontinental.ca](mailto:nessa.prendergast@transcontinental.ca)  
[www.transcontinental.com](http://www.transcontinental.com)

#### Financial Community

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