

Launch of Weekly Paper *Rive-Sud Express.ca* and Website rivesudexpress.ca

Boucherville, Tuesday, March 23, 2010 – Transcontinental Media is pleased to announce the launch on April 15 of a brand new weekly paper, the *Rive-Sud Express.ca*, as well as the website rivesudexpress.ca, which will be online as of April 1.

With a circulation of 145,000 copies per week, the new paper will serve a large section of Montreal's South Shore: the three districts of Longueuil (Old Longueuil, Saint-Hubert and Greenfield Park), plus Brossard and St-Lambert. The new paper's website will offer diversified and interactive content as well as news as it happens.

"Our customers and many local people have been asking us for a long time to start a weekly paper on Montreal's South Shore. We are pleased and proud to be able to offer South Shore communities a brand new and highly effective media tool that employs both new technologies and the proven door-to-door distribution that Publisac has provided for the past 35 years," said Serge Lemieux, Transcontinental Media's Vice President, Newspaper Division - Québec and Ontario.

The newspaper and rivesudexpress.ca website will offer communities a new way to get local and regional information. Readers and web surfers will be invited to become active news providers by using a variety of platforms, including Facebook, Twitter and the newspaper's website itself, to express themselves. "As we unveil our new platform, we will set up a real dialogue with the community, where the focus of attention will definitely be the citizen. The newspaper will have its own reporters to report on the news, but the concept of "citizen collaboration" will be integral to the newspaper and to rivesudexpress.ca website," said Mr. Lemieux.

Médias Transcontinental
Groupe des solutions aux communautés locales
Division des journaux – Québec et Ontario
8770, boul. Langelier
Bureau 210
Saint-Léonard (Québec) H1P 3C6

Téléphone : 514 899-5885
Télécopieur : 514 899-5887
Sites Internet : www.leshebds.com
www.transcontinentalmedia.com



Local management of the project will be handled by two experienced professionals in the information industry and the local media. François Laramée will oversee editorial content, and Jean-François Guénette will be the business manager.

Mr. Laramée was a reporter and editor in chief of *Le Courrier du Sud* for 22 years before becoming communications director for the City of Longueuil from 2002 to 2010. Mr. Guénette was manager and publisher of the *Brossard Éclair*, the *Journal de Saint-Hubert* and the *Magazine de Saint-Lambert* for 25 years. He has been involved in the community for a number of years, sitting on the boards of many South Shore organizations. He was also the founding president of the Association of Brossard Business People in 1992. Both men are well known in South Shore communities and will be able to offer relevant and effective local media coverage.

In Québec, Transcontinental Media publishes 60 community papers with a total weekly circulation of more than 2.5 million free copies delivered to households through its Publisac distribution network.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily *Métro* in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec, thanks to its famous Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and email customized database, which allows users to maintain close relations with more than 6 million consumers. It also has more than 120 web sites, attracting more than 4.2 million unique visitors per month.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D), with operations in Canada, the United States and Mexico, with revenues of \$2.4 billion in 2009.

- 30 -

For information:

Media

Nancy Bouffard
Communications Director
Transcontinental Media
Phone: 514 392-2091
nancy.bouffard@transcontinental.ca
www.transcontinental.com