

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

For Immediate Release

TRANSCONTINENTAL TAKES 'BEST OF SHOW' AT ENVIRONMENTAL PRINTING AWARDS AND GOLD FOR MOST ENVIRONMENTALLY PROGRESSIVE PRINTER IN CANADA

Montreal, April 30, 2010 – Transcontinental was honoured for its commitment to sustainable development at the Fifth Annual Environmental Printing Awards hosted by *PrintAction* magazine recently in Toronto. Transcontinental was presented with the inaugural “Best of Show” award which recognizes the most environmentally progressive company in Canada across all categories over the past year. Transcontinental also received a Gold award as the Most Environmentally Progressive Printer in Canada with more than 500 Employees.

“Transcontinental is thrilled to be awarded both the ‘Best of Show’ honour at the Environmental Printing Awards and a gold award for the most environmentally progressive printer in Canada,” said Jean Denault, Vice President, IT and Corporate Procurement, Transcontinental. “We continue to take significant steps in sustainable development. For example, our new facility, Transcontinental Northern California, is one of the first printing plants in North America to receive silver LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council.”

More than 300 printing professionals celebrated the environmental innovation and achievements of the Canadian printing industry at the 2010 Environmental Printing Awards. The keynote address was given by Peter Robinson, CEO of the David Suzuki Foundation, who spoke of the commitment to sustainable development that businesses require in order to achieve long-term success.

Transcontinental actively commits to sustainable development by integrating social, financial and environmental considerations into its day-to-day business operations and long-range planning. The company's 2009 sustainable development report is available at: http://transcontinental.com/en/3-who-we-are/SD_Report.pdf

To learn more about *PrintAction's* Environmental Awards, please visit <http://www.printaction.com/Environmental-Printing-Awards/environmental-printing-awards.html> .



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 in Mexico, and fourth-largest in North America. It is also the country's leading publisher of consumer magazines and French-language educational resources, the 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, e-flyers, email marketing, and custom communications. Transcontinental is a growth-oriented 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, TCL.PR.D) has approximately 11,000 employees in Canada, the United States and Mexico, and reported revenue of C\$2.4 billion in 2009. For more information about the Corporation, please visit www.transcontinental.com.

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