

 **PRESS RELEASE****TRANSCONTINENTAL LAUNCHES DEALSTREET
AND MAKES RETAIL FLYERS AVAILABLE ONLINE**

Montreal, August 16, 2010 – Transcontinental today announced the launch of dealstreet.ca, its new online flyer portal that delivers tailored retail offers to consumers, allowing them to make informed shopping decisions, saving time and money. Dealstreet.ca lets users browse current retail offers and promotions online, and it creates personalized results based on postal code as well as by specific search categories such as product or service, brand, or retailer.

For instance, a consumer can search for current local retail offers in categories like “babies and toddlers” or “home improvement.” Users can further personalize their search and build shopping lists, print coupons, and elect to receive notification of future offers from retailers. The site also features complementary content from Transcontinental publications like *Canadian Living*, *Style at Home* and *Homemakers*.

“Dealstreet.ca builds on the strength of retail flyers, which have traditionally played a significant role in the shopping habits of Canadians,” said Alain C. Courville, General Manager, Transcontinental Media. “A recent industry survey showed that a large number of Canadian consumers want to use the Internet to research information before heading to the stores. Dealstreet.ca delivers information about special offers, new product information, and even inspiration for the weekly family menu from wherever the Internet is available.”

Dealstreet.ca was developed in partnership with Conversys, a Transcontinental company which provides retailers the opportunity to extend their print flyer content online. The coupon application is an extension of the Transcontinental Media Clip n' Save group.

To find a deal near you, visit www.dealstreet.ca.

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 largest publisher of French language consumer magazines and educational resources in Canada, 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 with Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and customized email



database, which allows users to maintain close relations with more than 6 million consumers. Transcontinental Media 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) which has operations 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.

-30-

For information:

Media

Nessa Prendergast
Director, Media Relations
Transcontinental Inc.
Telephone: 514 954-2809
Nessa.prendergast@transcontinental.ca
www.transcontinental.com

Financial Community

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