

For Immediate Release

**TRANSCONTINENTAL MEDIA'S *THE HOCKEY NEWS* MOBILE APPLICATION
DOWNLOADED BY MORE THAN ONE MILLION USERS**

Montreal, September 7, 2010 – Transcontinental Media's *The Hockey News*, North America's leading hockey publication, is thrilled to announce its mobile application (thn.mobi) designed for hockey fans as a resource for real time news, statistics and articles on hockey, has been downloaded by over 1,000,000 users since its launch in October 2008 and sits in the top 5% of applications worldwide.

Transcontinental has developed mobile applications that complement existing print and online platforms for many of its leading titles, including *Canadian Living* and *Elle* magazine. *The Hockey News*, founded in 1947, is a bi-weekly, full colour, glossy magazine with a total magazine circulation of over 115,000. It is consistently recognized with awards including Magazine of the Year, Best Newsstand Issue and Website of the Year. *The Hockey News* also publishes seven special issues including Draft Preview and the Yearbook, the number one selling hockey annual in North America.

"Transcontinental shoots to win when developing products—whether print, online or mobile—that are relevant to our readers no matter how they like their content," said Natalie Larivière, President, Transcontinental Media. "With over sixty years covering hockey, *The Hockey News* has the experience in the sport to give hockey fans exactly what they're looking for on the hugely successful thn.mobi application."

The Hockey News mobile application includes various features available to smartphone users, including iPhone, BlackBerry and Android devices:

- **Articles:** Around-the-clock coverage of the National Hockey League (NHL) and beyond with game stories and breaking news on trades
- **Scores:** Follow NHL games in real-time with the live score tracker, including full box scores which update automatically throughout the game
- **Statistics:** Features player statistics so hockey fans always know who's on top
- **Standings:** Fans can check hockey teams conference/division position
- **Alerts:** Push notifications provide live game updates and breaking news; fans can subscribe to alerts for their favourite teams
- **Video:** *The Hockey News* delivers exclusive daily video segments such as One-on-One, Puck Panel, THN Face-Off and Prospects Grill the Pros

The *Hockey News* mobile application is available in the Apple App store and BlackBerry App World, or users can text THN to 22233 at anytime to sign-up for the THN Text Alert program on any message capable handset (standard message and data rates may apply).

Visit *The Hockey News* at www.Thehockeynews.com



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 Inc. (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.

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