

TRANSCONTINENTAL ACQUIRES THIRD WEEKLY NEWSPAPER IN LAURENTIANS

Montreal, September 14, 2010 – Transcontinental Media today announced the acquisition of Groupe Média-Business Inc., publisher of the *Le Nord* newspaper distributed in the Laurentians with a weekly circulation of nearly 50,000 covering more than 12 municipalities, including Saint-Jérôme and Sainte-Adèle. The acquisition of *Le Nord* complements the launch in June of two new weekly newspapers in the Laurentians: *Point de vue Sainte-Agathe* and *Point de vue Mont-Tremblant*.

“Transcontinental is committed to serving local communities, and with today’s announcement, we truly cover the Laurentians with three titles: *Le Nord*, *Point de vue Sainte-Agathe* and *Point de vue Mont-Tremblant*,” said Serge Lemieux, Transcontinental Media’s Vice President, Newspaper Division, Québec and Ontario. “We are proud that these publications and their online counterparts are at the heart of what’s happening in the community by allowing local residents and business to stay in the know and the now.”

Groupe Média-Business Inc., owned by François Laferrière, and its 15 employees are now part of Transcontinental Media. In addition to staff writers, the newspapers are inviting readers to act as “citizen contributors” and provide their input on local news using platforms including Facebook, Twitter and the newspaper’s website.

In Québec, Transcontinental Media publishes 64 community papers with a total weekly circulation of more than 2.5 million free copies delivered to households through its Publisac distribution network.

Visit the newspaper online at <http://www.journalnord.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 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.

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