

## **Transcontinental Inc. Acquires a Toronto-based Canadian Leading Provider of Mobile Solutions**

**Montreal, November 1, 2010** – To enhance its interactive marketing solutions, Transcontinental is pleased to announce the acquisition of Vortxt Interactive, doing business as Vortex Mobile, a leading provider of integrated mobile solutions that help businesses build meaningful consumer relationships. Following the Lipso Mobile acquisition earlier this year, Transcontinental through this acquisition is adding key new services to its marketing solutions offering, namely the capacity to design and implement end to end marketing campaigns using mobile and social media channels.

“Every day we work with our customers on analyzing, executing and deploying marketing strategies that are built on personalization and new communication platforms,” said Christian Trudeau, President of the Marketing Communications Sector. “The acquisition of Vortex Mobile fits in perfectly with this approach. It will enhance our centre of excellence in mobile marketing solutions and confirm our leading position in the interactive marketing solutions offering.”

Brady Murphy, co-founder and Chief Executive Officer of Vortex Mobile, added: “Transcontinental’s vision was a key factor in our decision. Its service offering is very attractive and Transcontinental’s management understood the importance of including mobile and social media in their marketing solutions and making it a priority. Vortex customers can now make use of Transcontinental’s expertise in campaign metrics and data analytics to optimize their marketing campaigns.”

Adrian Schauer, co-founder of Vortex Mobile, said: “When we started this business in 2004, mobile marketing was a promotional tactic added as an afterthought to media campaigns. Over the past six years we’ve seen mobile and social media become an indispensable part of customer engagement and CRM. It’s a real validation of our vision to now sit alongside Transcontinental and help to build on their market leadership position in CRM data analytics, and customer engagement.”

Transaction information and price were not released. Starting today, the 37 Vortex employees and Brady Murphy, co-founder of Vortex Mobile, will be joining the 900 employees in Transcontinental’s Marketing Communications Sector. Mr. Murphy’s position will be Vice President, Sales, Mobile Solutions.

### **About Vortex Mobile**

Founded in 2004, Vortex Mobile is a privately held company which provides comprehensive marketing and technology solutions to build meaningful consumer relationships across mobile messaging, mobile internet, mobile advertising and campaign, and social media channels.

### **About Transcontinental**



Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. In addition, its digital platforms deliver unique content through more than 150 websites. Transcontinental also offers marketing products and services that use new communications platforms supported by database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 11,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2009. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

- 30 -

**For information:**

Media

Nancy Bouffard  
Director, External Communications  
Transcontinental Inc.  
Telephone: 514-954-2809  
[nancy.bouffard@transcontinental.ca](mailto:nancy.bouffard@transcontinental.ca)

Financial Community

Jennifer F. McCaughey  
Director, Investor Relations and Corporate  
Communications  
Transcontinental Inc.  
Telephone: 514 954 2821  
[Jennifer.mccaughey@transcontinental.ca](mailto:Jennifer.mccaughey@transcontinental.ca)

## FACT SHEET

Head office in Toronto  
Number of employees: 37  
<http://www.vortexmobile.ca/>

Vortex Mobile is a privately held company which provides comprehensive marketing and technology solutions to build meaningful consumer relationships across mobile messaging, mobile internet, mobile advertising and campaign, and social media channels.

- Vortex Mobile was founded in 2004 by Brad Murphy and Adrian Schauer to develop, market and host advanced wireless data technologies, opening the way to interactive communications and transactions through mobile terminals.
- The Vortex Mobile service offering includes professional marketing services, marketing campaign design and deployment through mobile messaging campaign (SMS), mobile site and mobile applications, and social media platforms enhancement.
- Vortex Mobile has developed a VIP platform (Vortex Interactive Platform) for running effective mobile messaging campaigns (SMS).
- Its proven mobile marketing expertise and technology are used by major clients: Corby's Distillery, Dell Canada, Labatt Breweries/Grip Limited, Scotia Bank and Sony Canada.
- Awards:
  - 2009 Canadian Marketing Association
    - Gold: Automobile – Promo Discipline (Toyota – Potentialmatic)
  - 2009 Digital Marketing Awards
    - Gold: Wireless Campaign (Procter & Gamble – Herbal Essences)
  - 2007: Canadian Agencies Practicing Marketing Activation
    - Gold: Best Sponsorship or Tie-In Campaign (Levi's *Best Impression*)
- Affiliations and recognition
  - In 2008 and 2009, Vortex Mobile was named in Profit (Canadian Business) as one of the 50 start-ups with the fastest growth.
  - Named in Backbone Magazine as one of the 25 most promising companies of 2008.
  - Vortex Mobile co-founder Brady Murphy is an active member of the Canadian Marketing Association [blog](#).
  - In 2007, founders Brady Murphy and Adrian Schauer were named by Marketing Magazine as people to watch in digital.
  - Vortex Mobile is the official mobile sponsor of the Interactive Advertising Bureau of Canada.



**MOBILE MARKETING →**  
Downloadable Mobile Applications,  
SMS Messaging, WAP/Mobile Web,  
iVR, and Mobile Advertising.



**SOCIAL MEDIA →**  
Integrated Facebook, Twitter, and  
mobile solutions.