

## **Brian Reid Named “Canada’s Most Influential Printer in 2010”**

**Montreal, December 1st, 2010** – Transcontinental Inc. is proud to announce that Brian Reid, President of its Printing Sector, has been named “Canada’s Most Influential Printer in 2010.” This designation is based on voting by printing industry peers. The competition is organized annually by *PrintAction*, *Canada’s Graphic Communications Magazine* and crowns a key player in the industry who was considered a source of inspiration and exerted a marked influence on the printing community in Canada during the year. Over 15,000 industry members voted in 2010.

“This recognition fills me with both humility and gratitude. Printing has always been my passion and it makes me very happy to work in a company whose core values include creativity, leadership and discipline,” said Mr. Reid. “Also, at Transcontinental innovation is tops on our list of strategies for dealing with the rapid pace of change in the market. Increasingly, our customers are choosing different channels to reach their targets and readers. To meet these new needs, I and my team are constantly innovating so that our print products effectively complement our range of multiplatform solutions.”

“Brian Reid is the perfect person to ensure that Transcontinental remains the leading printer in Canada. His talent and expertise have helped place us in an excellent position to build the printing platform of the future,” said François Olivier, President and Chief Executive Officer of Transcontinental. “I am proud to see that Brian is a source of inspiration not only for his colleagues at Transcontinental, but also for other printers.”

### **About Brian Reid**

Brian Reid has played an important role in Transcontinental's growth story since 1992, when he first joined the Company through the acquisition of the RBW plant in Owen Sound, Ontario, where he was in the position of Controller at the time.

He was appointed President of the Printing Sector in November 2008, where he is responsible for over 6,200 employees and annual net sales of more than \$1.5 billion in 2009. From 2003, Mr. Reid was Senior Vice President of the Magazine and Catalogue Group where he was responsible for the development of the Printing Sector's magazine and catalogue markets, while overseeing 2,500 employees and seven Transcontinental plants.

Mr. Reid has completed a Bachelor of Administration, and has been a Certified Management Accountant since 1986.

### **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 interactive marketing products and services that use new communications platforms supported by marketing



strategy and planning services, 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).

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