

## **TRANSCONTINENTAL DOUBLES MARKETING SERVICES PROVIDED TO CANADIAN TIRE**

**Montreal, February 17, 2011** – At its Annual Meeting of Shareholders held today, Transcontinental (TSX: TCL.A TCL.B TCL.PR.D) announced that it has concluded an agreement with Canadian Tire. This new agreement is worth several hundred million dollars and will start in January 2012 for 4 years. The agreement doubles the marketing services Transcontinental provides to the retailer, making Transcontinental Canadian Tire's leading provider of marketing solutions across Canada. Canadian Tire has used Transcontinental's services for many years to print some of its marketing programs and for flyer distribution. The new agreement expands services to cover Canadian Tire's printing needs on a national scale for all of its brands. Canadian Tire will also be able to draw on Transcontinental's other services, such as data analytics, Canada-wide distribution, e-flyer production, direct marketing programs via print, mobile and email channels, and advertising campaigns in Transcontinental's consumer magazines, newspapers and media websites.

"We are extremely proud of this new agreement, which is a perfect reflection of Transcontinental's new multi-platform offering in print, web-based media and interactive marketing. Canadian Tire is one of our most loyal clients, going right back to our very beginnings. We have developed a close relationship, one that will allow us to keep building programs that meet the specific marketing needs of Canadian Tire," said François Olivier, President and Chief Executive Officer of Transcontinental Inc.

The agreement was concluded largely due to Transcontinental's major investments in recent years to create its unique Canada-wide printing network and to add state-of-the-art web-based marketing services. Transcontinental's integrated solutions that combine conventional and web-based media with a national scope, and its interactive marketing solutions are what enabled the Corporation to meet Canadian Tire's new needs.

Stephen Wetmore, President and Chief Executive Officer of Canadian Tire Corporation, stressed the importance of this new expanded relationship: "Our marketing needs are changing because consumer behaviours are evolving. Transcontinental's consolidated marketing offering is an excellent fit with our new 'one company one customer' business strategy and will help us reach Canadians more effectively, wherever they are, on the media they want."

The announcement of this agreement clearly demonstrates the success of the transformation Transcontinental has been working on for the past three years. "Our strength now lies in our ability to offer marketing products and services that permit our customers to attract, reach and keep their target audiences," said François Olivier.

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### **About Canadian Tire Corporation**

Canadian Tire Corporation, Limited (TSX: CTC, CTC.a), is one of Canada's most shopped general retailers with 485 Canadian Tire stores across the country. The core retail and automotive operation is strengthened by PartSource, an automotive parts specialty chain; Canadian Tire Petroleum, one of the country's largest independent retailers of gasoline; Mark's "Clothes That Work," a leading retailer of men's, women's and work apparel; and Canadian Tire Financial Services, which has issued over four million Canadian Tire MasterCard credit cards. More than 58,000 Canadians work across Canadian Tire's organization from coast-to-coast in the enterprise's retail, financial services and petroleum businesses.

### **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 250 websites. Transcontinental also offers interactive marketing solution that use new communications platforms supported by marketing strategies 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 10,500 employees in Canada, the United States and Mexico, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

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