

Transcontinental Media Acquires Assets of Groupe Le Canada Français

The acquisition includes 11 weekly and monthly titles as well as web portals that serve the Saint-Jean-sur-Richelieu and Granby areas

MONTREAL, August 1, 2011 – [Transcontinental Media](#) is proud to announce it is acquiring the publishing assets of Groupe Le Canada Français, both print publications and websites. Papers acquired in the transaction include the prestigious *Le Canada Français*, the paid local weekly with the largest circulation in Quebec, *Le Richelieu* in Saint-Jean-sur-Richelieu, *Le Coup d’Oeil* in Napierville, *Le Journal L’Express* in Granby, *L’Avenir & Des Rivières* in Farnham and *Le Guide* in Cowansville. In all, they have a combined weekly circulation of more than 155,000 copies. A series of regional online information portals are also joining the Transcontinental Media digital network, including [Canadafrancais.com](#), [Granby.enregion.ca](#), [Cowansville.enregion.ca](#), [Farnham.enregion.ca](#) and [trouveztout.info](#), which reach over 30,000 unique visitors a week.

“The Groupe Le Canada Français is a jewel of the weekly press in Quebec, a newspaper institution that shares our goals of excellence and rigour,” said Natalie Larivière, President of Transcontinental Media. “We are proud and privileged to be continuing the Group’s publishing tradition with its employees, talented people who have established its reputation over time. This acquisition fits with our plans for developing our network in Montérégie and enhancing our integrated offering to regional and national advertisers.”

The three shareholders of the Groupe Le Canada Français, Robert Paradis, Maryse Racicot-Gagnon and Renel Bouchard, said they are pleased with the transaction. Mr. Paradis, Groupe’s President, noted that “we decided to pass the torch to Transcontinental, in whom we have developed respect and confidence through our long business relationship. This is a new milestone in the history of *Canada Français* and our publications; not only does it ensure excellent continuity, it also opens the door to new possibilities.” Following this transaction, the shareholders will focus on the operations of the other business groups held by the Groupe Le Canada Français.

Le Canada Français: 150 years of history

Deeply rooted in their markets, the publications of the Groupe Le Canada Français have a loyal readership and an established reputation. They have built their traditions over the more than 150 years since the newspaper *Le Canada Français* was founded in 1860. A jewel of the French-language press in North America, *Le Canada Français* is still closely aligned with its community, as are the other titles that have joined the Group over the years. These publications have won many awards at the Quebec



community newspaper awards, the Grands Prix des Hebdomadaires du Québec, which pays tribute to quality and excellence in community newspapers.

Served with great dedication by their professional and highly committed staff, now totalling some 160 employees and collaborators, the publications in the Groupe Le Canada Français have created a special place for themselves in their regions. Like the newspapers of Transcontinental Media, they are close to the heart of their communities and provide their citizens with relevant local information. Since they work closely with advertisers and their communities, these titles will form a natural fit with Transcontinental Media and expand the scope of its operations in Montérégie.

With this acquisition, the Newspaper Division of Transcontinental Media's Local Solutions Group now publishes and distributes more than 2.8 million copies every week in Quebec.

The titles of the Groupe Le Canada Français will now all be printed and distributed by Transcontinental.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$608 million in 2010, Transcontinental Media reaches, through its multiplatform offering, over 18 million consumers across Canada. The group is the largest publisher of consumer magazines and French language educational resources in Canada, and the largest publisher of local and regional newspapers in Quebec and the Atlantic provinces. Transcontinental Media publishes the weekday daily Metro in Montreal and Halifax. It is also the leading distributor of door-to-door advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows marketers to connect efficiently with more than six million consumers. Thanks to a wide digital network of more than 1,000 websites, Transcontinental Media reaches 11.3 million unique visitors per month in Canada.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada, the United States and Mexico, and reported revenue of C\$2.1 billion in 2010.

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