

**TOTEM, PART OF TRANSCONTINENTAL MEDIA, HONOURED FOR ONLINE EXCELLENCE AT
W³ AWARDS**

Outstanding work in web design, online blog content and video production

Montreal, November 2, 2011 – Totem, part of Transcontinental Media's Content Solutions Group, has been recognized for creative web excellence by the W³ Awards for a second consecutive year, capturing silver awards in three categories. The W³ Awards – sanctioned and judged by the International Academy of the Visual Arts – honours creative excellence on the web, and recognizes the creative and marketing professionals behind award-winning sites, marketing programs, and video work created for the web.

"Transcontinental Media is thrilled to be recognized by our peers for the creativity of our online initiatives," said Natalie Larivière, President of Transcontinental Media. "The imagination and inventiveness of our digital team is second to none, and we are proud of the high-quality work we produce for every one of our clients."

Totem was honoured for its outstanding work in web design, online blog content and video production. The company received silver honours for each of the following projects:

- Rouge website (P&G) – Beauty and Cosmetics
- Get Growing for Business blog (Scotiabank) – Blog-Business
- Making Your Move video (Rubbermaid) – Branded content: Business to Consumer

This is the second time that Transcontinental has received critical acclaim for its programs by the W³ Awards. Totem was honoured in 2010 in the categories of website marketing, home page design and website visual appeal.

About the W³ Awards

The W³ Awards is the first major international web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. It is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from media, advertising, and marketing. Now in its sixth year the W³ Awards received over 3,000 entries from Ad Agencies, Public Relations Firms, Interactive Agencies, In-house Creative Professionals, Web Designers, Graphic Designers and Web Enthusiasts.



About Totem

Totem creates branded content and custom-media programs by combining best-in-class journalism and marketing talent to build meaningful customer relationships and drive clients' business objectives. Totem has offices in Toronto and New York and is part of Transcontinental Inc.'s Media Sector. Totem's North American client roster includes Procter & Gamble, The Home Depot, Canadian Automobile Association (CAA), Sobeys, Groupe Aeroplan, GEICO, Acura and more. Totem has won more than 170 national and international awards. For more information about Totem and to view its portfolio, please visit totembrandstories.com

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 the 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. Transcontinental is also the leading door-to-door distributor of advertising material in Canada through its celebrated Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1,000 websites, the company reaches over 11.3 million unique visitors per month in Canada. Transcontinental also offers interactive marketing products and services that use new communication 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 10,000 employees in Canada and in the United States, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit www.transcontinental.com

- 30 -

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