

Transcontinental launches a new brand image

New brand emphasizes the company's integrated offering in marketing activation

Montreal, November 23, 2011 –To better reflect its evolution into a leading player in the new marketing communications landscape, Transcontinental today launched a new brand, logo and positioning: TC. Transcontinental, the Canadian leader in marketing activation. The new brand better reflects the company's comprehensive and integrated marketing communications offering, including print, media, digital, interactive and mobile. The new trademark will be known as [TC. Transcontinental](#), and its two sectors as TC. Media and TC. Transcontinental Printing.

"As our customers' needs have evolved, so have we. What customers rightly expect is proactivity, creativity, innovation, strategy, customization and market intelligence. Our new brand launch is a logical milestone in the disciplined roll-out of the development plan we began implementing in 2008 to strengthen our core operations and build new marketing communications services," said François Olivier, President and CEO of TC. Transcontinental.

Beyond the truncation of the word Transcontinental, the 't' in the new 'tc' stands for technology, while the 'c' represents community. In the chosen typography, the bold, upright 't' embodies confidence and solidity. The 'c', with its generous opening, signifies willingness to communicate. The red dot from the former logo is transformed into a black one, which represents the digital economy as well as the point of contact between the company and its customers. The logo is black or white, depending on context and usage. Keeping the main typographic element devoid of color will allow the use of various colors to illustrate sub-brands.

"This is as much about change as it is about continuity. Printing, mixed with other platforms, is still the primary driver of marketing communications today. It remains the most efficient channel to drive traffic to the Internet; new media perform best when associated with printing. Our expertise in these areas provides our clients with the best of both worlds by smartly combining the proven and the upcoming," explained Mr. Olivier.

With a rich history of innovation, disciplined adaptation to changing customer needs, and its specialization in marketing activation, TC. Transcontinental is uniquely positioned in Canada to help customers attract, acquire and retain their target consumers. Marketing activation is the method TC. Transcontinental uses to bring a brand message to life through a strategic, integrated campaign that leverages the full potential of a wide range of marketing communications tools in order to maximize results and provide the greatest return on customer marketing investment.

TC. Transcontinental's integrated offering includes strategic planning and creation, printing products, mobile applications and services, distribution services, interactive and digital products, content and media drivers, and database analytics.

For the past year, the company has worked with Cohesion Strategies, a Montreal-based consultancy specialized in brand strategy, and Bleublancrouge, a Montreal-based advertising and design agency, on the strategic assessment and redesign of the brand. As part of the process, TC. Transcontinental also updated and reaffirmed its core company values of innovation, respect, teamwork and performance.

About TC. Transcontinental

TC. 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. TC. 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 13 million unique visitors per month in Canada. The company also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, pre-media, e-flyers, email marketing, custom communications and mobile solutions.

TC. Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 10,000 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2010. For more information about the corporation, please visit www.tc.tc

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