

**More than 160 TC Media Local Websites  
Now Equipped for Mobile**

MONTREAL, September 12, 2012 – [TC Media](#) is proud to announce that it is launching mobile versions of the websites for more than 160 dailies, weeklies and independent partners. Optimized for most smart phones (BlackBerry, iPhone, Android), the mobile version will enhance the hyperlocal content offering on each site, including photos and videos, and make it easier to link with social media. Smart phone users in Quebec, Ontario, Saskatchewan and the Atlantic provinces will now be able to automatically access the mobile version without downloading and will enjoy simplified access to their local news.

Building on its experience with local communities and digital marketing, TC Media is adding this mobile platform to its integrated services in order to better serve consumers, advertisers and agencies.

"TC Media is an acknowledged leader in hyperlocal content and by adding this platform we will be able to stay in touch with consumers anytime, anywhere," said Stéphane Gagné, Vice President, Local Digital Solutions, TC Media. "Given the exponential growth in the use of smart phones, offering a mobile version of our websites has become more vital than ever."

A few community papers, such as *Le Courrier Frontenac* and *Édition Beauce*, who recently joined TC Media will be launching their mobile sites later this fall.

To consult TC Media's local website inventory and to view the intro video about its new mobile offer, go to [www.tc.tc/localnews](http://www.tc.tc/localnews).

**About TC Media**

As one of Canada's leading providers of media and marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activate customers' marketing. TC Media is one of Canada's largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has 3,800 employees, owns several well-known consumer and business media brands that are leveraged across multiple platforms. TC Media is also the leading provider of local and regional information in Quebec and the Atlantic provinces through its extensive network of community papers and online portals. TC Media is the owner of the *Metro* weekday daily in Montreal and co-owner of *Metro* Halifax. It is also the leading door-to-door distributor of advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. TC Media is a leader in Canada's digital industry in terms of both media properties and online advertising representation. With its extensive network of more than 3,500 websites, TC Media reaches 18.7 million unique visitors per month in Canada. The group also offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media leverages its insights, marketing expertise and proprietary technology to anticipate and meet consumer needs using new interactive communication platforms: mobile, data analytics, email marketing, e-flyers and custom content and

communications. TC Media is also active in book publishing and distribution and is the largest publisher of French-language educational resources in Canada.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 10,000 employees in Canada and the United States, and reported revenues of C\$2.0 billion in 2011. For more information about the corporation, please visit [www.tc.tc](http://www.tc.tc).

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