

TC Media Ramps Up Development of Online Advertising Video Offering***Inks exclusive representation deal with Livestream***

Montreal, September 20, 2012 – [TC Media](#) is proud to announce the expansion of its digital advertising representation offering through a new partnership agreement with [Livestream](#), the market leader for real-time event coverage. The agreement gives TC Media the exclusive right to sell, in Canada, a variety of high-performance advertising formats on the Livestream platform. This deal enhances the TC Media inventory of quality online video content and its ability to reach highly coveted audiences in a number of categories, including *Sports* and *Entertainment*.

With more than 540,000 unique viewers and 2.9 million total streams in Canada each month, Livestream dominates the market in live video broadcasting online. The company's mission is to help event owners extend the coverage of their physical events to viewers online and on mobile devices. Livestream has the best high definition (HD) live streaming technology in the industry, making it a top destination for both viewers and advertisers. The site is compatible with Android, iPad and web TV. It also has its own iPhone app.

"We are proud to represent the advertising inventory of Livestream in the Canadian market; it is a top-quality platform recognized for its capacity to reach very focused and engaged audiences," said Dominique-Sébastien Forest, Vice President, National Digital Solutions, TC Media. "This new partnership will drive TC Media's online video advertising solutions and give our advertiser customers more comprehensive inventory."

Sam Kimball, Livestream's Executive Vice President, Advertising & Brand Sales, added: "We are delighted to make our platform available to Canadian advertisers, a key fast-growing market. The strong relationships between the TC Media teams and Canadian marketing specialists and the depth of their expertise in creating innovative custom concepts speak to the potential of this agreement."

The representation agreement gives TC Media the right to sell pre-roll, display advertising and custom live streaming programs in Canada. What is more, advertisers will have access to highly engaged audiences: on average, viewers watch videos for 5.9 minutes and the average click-through rate (CTR) is 2% - 3%. The ads will always be placed in brand-safe environments.

About Livestream

Livestream's mission is to connect people and live events. Livestream offers event owners a complete set of hardware and software tools to share their events with a growing community online. More than 30 million viewers each month watch thousands of live events from customers including The New York Times, Facebook, ESPN, SpaceX and Warner Bros. Records. Founded in 2007, Livestream is headquartered in New York with offices in Los Angeles, Ukraine and India. www.livestream.com.

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 tc.tc.

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