

*For Immediate Release*

## **TC Transcontinental launches the largest promotional insert in Canada to mark the 35<sup>th</sup> anniversary of its customer UNIPRIX**

**Montreal, September 26, 2012** – As a result of its innovation program, TC Transcontinental today proudly launched a panoramic insert, called *Panoramax*, designed mainly for large companies who want immediate visibility to promote an exceptional product, a special anniversary, an exclusive major project, etc. Nothing like this advertising insert has ever been seen before in Canada. TC Transcontinental is honoured to launch this outstanding new promotional vehicle to highlight the 35<sup>th</sup> anniversary of its customer, UNIPRIX.

It took several months of research and development by the engineers and master press operators at the Transcontinental Saint-Hyacinthe printing plant to perfect the insert. Their broad experience and specialized knowledge of the market gave them an understanding of its great potential. Knowing how to stand out in the world of advertising is an art, and knowing how to innovate even more so. With *Panoramax*, TC Transcontinental has again shown its ability, demonstrated repeatedly since 1976, to help its customer achieve greater reach for their products, brands and services, whether on a one-time basis, or in the short, medium or long term.

Brian Reid, President of TC Transcontinental Printing, explained: “This insert is truly exceptional, as much in terms of its presentation as its advertising impact. I am certain that our customers, starting with UNIPRIX, who is participating in this grand premiere not just once, but three times this fall, will recognize and leverage its possibilities. The concept is a daring one and it is a true mark of UNIPRIX’s confidence in us. The entire team is very proud of the result.”

Yves Léveillé, Marketing Vice President for the UNIPRIX Group, added: “This was a perfect opportunity to increase the scope of all our promotional activities to mark the celebration of our 35<sup>th</sup> anniversary and make a big splash. Everyone at head office and in our network of pharmacies is highly motivated by the new insert. We are certain that it will generate outstanding sales results!”

There is no question that TC Transcontinental is introducing the biggest promotional insert designed in Canada. In terms of its technical specifications, the format is 63.5 in. x 21 in., which is then folded into four panels for final dimensions of 16 in. x 10.5 in.; it can be printed front and back in full colour; plus, it fits into many types of advertising vehicles, such as *Publisac* and newspapers, etc., and can also be delivered as a standalone. For details, visit the website at [www.tc.tc/panoramaxen](http://www.tc.tc/panoramaxen).

### **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 major media groups. TC Transcontinental is also the leading door-to-

door distributor of advertising material in Canada through its Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 3,500 websites, the Corporation reaches over 18.7 million unique visitors per month in Canada. TC 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 Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 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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