

Press Release

For Immediate Release

Métro* newspaper enriches content thanks to *Les Affaires

A new section called lesaffaires.com is being added to the paper's quality content

Montreal, October 18, 2012 – The [Métro Montréal](http://metro.com) and *Les Affaires* newspapers, two flagship [TC Media](http://tcmedia.com) brands, are pleased to announce that they have signed an agreement whereby an all-new business and economic information section, appearing from Monday to Friday, will be added to *Métro* starting on Thursday, October 18. The section will present news items from the *Les Affaires* website and will be called, fittingly, lesaffaires.com.

The collaboration will give both publications greater visibility in new niches and reflects TC Media's commitment to delivering its brands on multiple platforms.

"This dedicated section will give our readers more access to business and economic news with excellent and timely articles by the team of seasoned journalists from *Les Affaires*," said Daniel Barbeau, publisher of *Métro* Montréal. "We are certain that adding this new content will help consolidate our position as the most-read paper on the Island of Montreal every week."

Stéphane Paquet, assistant publisher and editor-in-chief of *Les Affaires* Group is delighted that "this section will make *Les Affaires* and its website more familiar to readers of *Métro*, the most popular daily paper in the age 18-34 market, and the only one with a readership composed equally of men and women. We are Québec's leading business newspaper and this will help us broaden our reach and become a daily reality for an even greater number of Quebecers."

As outstanding Quebec publications, *Métro* Montreal and *Les Affaires* are leaders that have steadily grown their readerships year after year. This collaboration will allow them to consolidate the basis for a solid future and continue to hold sway in their respective niches.

About TC Media

One of Canada's leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers' marketing. TC Media is one of Canada's largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has about 3,800 employees, owns a number of major 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. It is owner of the *Métro* 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 the digital industry in Canada in 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 offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: 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.

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