

TC Media Announces Changes to its Consumer Brand Portfolio

TORONTO and MONTREAL, November 14, 2012 – As part of its strategy to build on its core multiplatform consumer brands, TC Media has made the decision to close *More Magazine* and *Vita*. This will enable the company to focus on its industry-leading titles and expand their footprint in the market. The December/January 2013 issues of *More Magazine* and *Vita* will be the last printed issues of the magazines, and the websites will be closed over the coming weeks.

More Magazine and *Vita* were launched in 2007 and 2008, respectively. While the brands resonated well with readers, the challenging economic climate that prevailed for the two years following their launch made it difficult for the young publications to gain the advertising sales needed for long-term success. As part of its plan to retain its best talent, TC Media will, where possible, redeploy its sales and editorial staff on other core brands internally.

“We would like to take this opportunity to sincerely thank our dedicated staff and contributors, our very loyal readers and advertisers, as well as everyone who has made a strong contribution to *More* and *Vita* over the years,” said Pierre Marcoux, Senior Vice President, Business and Consumer Solutions, TC Media. “While it’s always tough to say goodbye to popular brands, we look forward to pursuing new and innovative initiatives as part of our plan to grow some of Canada’s most loved brands, such as *Canadian Living*, *Coup de pousse*, *ELLE Canada*, *ELLE Québec*, *Style at Home*, *Decormag* and *Canadian Gardening*.”

To fulfill its core consumer brand strategy, TC Media will build on this dynamic portfolio of brands with thoughtful, relevant and entertaining content and services for its communities of interest and advertisers. This strategy involves investing in the development of its flagship titles like *Coup de pousse*, *ELLE Québec* and *ELLE Canada*, which recently underwent redesigns – and *Canadian Living*, which will be revamped in 2013.

This plan also involves the strategic introduction of new multiplatform media brands like *Fresh Juice*, which launched in April, along with the upcoming release of numerous digital editions, soon to be available on the Apple Newsstand. Finally, TC Media will continue to develop creative brand extensions and services in the areas of TV, e-commerce, events, and merchandising, such as the newly-launched limited edition *Style at Home* décor line.

“TC Media owns some of the most popular women’s titles in Canada, offering solutions to modern women, in every aspect of their lives. We are proud to give our business partners access to 6.9 million engaged female readers, making TC Media Canada’s leader in reaching women,” added Marcoux.

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 tc.tc.

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