



MEDIA



Press Release
For Immediate Release

TC Media Stands Out at 2012 Mobiz Awards

P\$ Mobile Service solution developed for Stationnement de Montréal wins award

Montreal, November 19, 2012 – TC Media is proud to announce that it received the Mobiz Business – Society Award for its *P\$ Mobile Service* solution, developed in close collaboration with Stationnement de Montréal, at the 2012 Mobiz Awards held last Thursday night in Montreal. Presented during the MTL DGTI festival, the Mobiz Awards recognize the ingenuity and excellence of individuals or companies that stand out in the field of mobile solutions.

TC Media developed the *P\$ Mobile Service* remote payment solution for Stationnement de Montréal, which was launched in June 2012. Motorists can now pay for their parking spots using the *P\$ Mobile Service* app, available free for iPhone, BlackBerry® and Android™ devices, or online and through its mobile version, at pservicemobile.ca. The solution has been a smash hit from the moment it was introduced: already more than 76,000 people have downloaded the app, across all platforms, and the solution registers an average of 28,000 transactions a week, a number which is growing rapidly, for a total of more than 300,000 transactions since it was introduced.

"We are very happy to have won this prize, which is a credit to the talent and expertise of our mobile solutions team," said Bruno Leclaire, Senior VP, Digital Solutions at TC Media. "We are especially proud of *P\$ Mobile Service*, a custom-designed mobile payment ecosystem originating entirely in Montreal, and designed and developed in-house at TC Media. Successful solutions like this are helping TC Media carve out a leading position in Canada's mobile industry."

"We are very proud of this award which is a result of over two years of work from the Stationnement de Montréal and TC Media teams. This strong partnership has allowed us to offer Montreal's on-street parking users a simple and original solution that makes their life easier. It is important for us to propel parking in the 21st century," added Charles Auger, General Manager, Stationnement de Montréal.

P\$ Mobile Service

The service lets users pay for or renew their parking spot via their smartphone or computer, without having to stop what they are doing. It's simple and takes almost no time.

Using *P\$ Mobile Service* is simple: the user must first create an account, then open a session and enter the appropriate parking space number and the desired parking period. The entire transaction takes but a few moments. Users will even have the option to be alerted about 15 minutes before their parking period expires, so that they may remotely renew it. A \$0.40 service charge will be applied to each transaction to cover this new remote payment solution's development and operational costs, as well as ensure the service's maintenance and technological evolution. A video demonstrating how this solution works is available at: <http://youtu.be/pjTs3iZ7OHI>.



2012 Mobiz Business Awards

The 2012 Mobiz Business Awards highlight the success of the best mobility solution developed by a Quebec company. Companies and candidates must demonstrate the impact and success that their mobile solution has had in the past year. The impact must be demonstrated through measurable criteria such as utilization, the business model, the number of downloads, generated profits, value created, or qualitative criteria such as the execution quality of the application, its scope and feedback from end users. TC Media won the award in the Society category, which rewards a solution that stands out for its impact on services or information offered to consumers (public, para-public, health, education, culture, etc.).

About TC Media

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 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.

About Stationnement de Montréal

Created in 1995, the Société en commandite Stationnement de Montréal was originally founded to ensure the optimal management of municipal paid on-street and off-street parking. The Société was quickly recognized for its innovation, its advantageous use of cutting-edge technologies and the harmonious integration of its installations into the urban landscape.

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For more information or interview requests:

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