

For immediate release

New Strategic Appointments for Lynn Chambers and Caroline Andrews at TC Media

Toronto, December 13, 2012 – TC Media is pleased to announce two strategic appointments, effective immediately: Lynn Chambers is appointed to the position of Vice President, Custom Content, and General Manager, Totem Brand Stories, and Caroline Andrews is appointed to the position of Vice President and Group Publisher, Consumer Solutions, Toronto and Vancouver.

Lynn and Caroline will be instrumental in our efforts to further develop TC Media's national offering for clients and reinforce our position in the market. Lynn will focus on optimizing TC Media's custom content offering through Totem Brand Stories, and on developing TC Media's presence in the growing environment of owned-media. Caroline will lead our English consumer brand portfolio, focusing on the development of our core brands to broaden their presence and footprint in their respective markets.

"Lynn is a seasoned leader with a solid marketing, branding and multiplatform publishing experience. She will play a key role in refining our company-wide custom content offering and creating strategic propositions for clients, leveraging opportunities for integrated initiatives with TC Media, declared Ted Markle, Senior Vice President, Content Solutions and Office of the President. Lynn truly understands our clients' aspirations and knows how to make them effectively connect with their audiences, which is key to building deep relationships between our client's brands and consumers."

Caroline will maintain her current brand portfolio (*Style at Home, Canadian Gardening, Western Living, Vancouver Magazine, The Hockey News, TV Guide*), in addition to taking over responsibility for *Canadian Living* and *Elle Canada*. "Caroline has proven to be an accomplished leader, developing creative initiatives and valuable partnerships to strengthen and grow the brands in her portfolio, added Pierre Marcoux, Senior Vice President, Business and Consumer Solutions. I am happy to entrust her with new responsibilities and I am confident that she will keep our brands thriving in the marketplace."

Lynn Chambers and Caroline Andrews' background

Lynn has an impressive track record in her years with us at TC Media. As Vice President and Group Publisher, *Canadian Living, Fresh Juice & Elle Canada*, she greatly contributed in strengthening our flagship brands as market leaders, by developing brand extensions through multiplatform initiatives. She propelled these brands to new heights, including the establishment of a partnership with the CBC and Best Recipes Ever TV show, along with her contribution to the newly released tablet apps for *Canadian Living* and *ELLE Canada*. She also headed the creation and launch of *Fresh Juice*.

Caroline Andrews has a solid publishing background and has accumulated an in-depth knowledge of the media business. She has a breadth of experience running local, regional and national brands. With TC Media since 1997, she ran, developed and revitalized several newspapers in Ontario and Nova Scotia. Caroline then brought her vision to the magazine division in 2007, and most recently held the position of VP and Group Publisher, Sports, Home, Entertainment and Western titles. Over the years, she has radically transformed *Style at Home, Canadian Gardening* and *The Hockey News*, both from a content and multiplatform perspective, and has brought new life to the *TV Guide* brand through special timely publications.

About TC Media

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc.

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