

*For immediate release*

## **TC Media's *On the Table* for iPad® makes the "App Store Best of 2012"**

*The App Store names "On the Table" one of the six best "Made in Canada" apps*

Montreal, December 14, 2012 – TC Media is thrilled to announce that *On the Table* for iPad has been selected for inclusion in the App Store Best of 2012. *On the Table* is one of the six apps chosen by the App Store Editorial team in the "Made in Canada" category, as their favorite homegrown releases of the year. The App Store Best of 2012 promotes the year's best apps for their customers to explore and download.

"This recognition is a testament to our teams' hard work and dedication and how we strive to deliver premium content as well as industry-leading mobile solutions," said Bruno Leclaire, Senior Vice President, Digital Solutions. "We are so proud of our teams and offer them sincere congratulations on this outstanding accomplishment."

Launched by TC Media in June 2012, *On the Table* for iPad is free to download and is also available in a French version, under the name *Quoi Manger*. Unlike other offerings in the culinary app space, *On the Table* was designed to work across the spectrum of food behaviours, from shopping and planning, to cooking and dining out. *On the Table* features content and recipes from major TC Media brands including *Canadian Living*, *Coup de pouce*, *Publisac.ca* and *Weblocal*.

Over the past months, the apps have been hugely successful: so far, *On the Table* and *Quoi Manger* combined have been downloaded over 42,000 times. To download *On the Table* today or to get more information, go to [onthetablemediakit.tcmedia.tc](http://onthetablemediakit.tcmedia.tc).

Check out the App Store Best of 2012 feature here: [www.itunes.com/appstorebestof2012](http://www.itunes.com/appstorebestof2012)

TC Media is one of Canada's leading providers of mobile solutions and offers a comprehensive toolkit for enriching its clients' relations with their mobile consumers: SMS marketing, mobile sites, mobile apps, mobile couponing and e-commerce, mobile advertising, and more. In 2012, TC Media also launched the very popular *P\$ Mobile Service* application, by working closely with Stationnement de Montréal to develop a brand new remote parking payment solution, the first of its kind in Québec. Motorists can now cover their parking fees using the *P\$ Mobile Service* application, available at no charge on iPhone, BlackBerry® and Android™ devices, as well as online and through its mobile version, at [pservicemobile.ca](http://pservicemobile.ca).

### **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](http://www.tc.tc).

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