

les affaires⁸⁵

Les Affaires celebrates 85th anniversary

Montreal, February 21, 2013 – *Les Affaires*, one of TC Media's flagship brands, is celebrating its 85th anniversary by publishing a special issue that profiles leading figures in the Québec business community. To mark the occasion, 25 business personalities have basically agreed to act as content editors by suggesting topics and commenting on articles prepared by the team of journalists. The special issue, dated Saturday, February 23, is available today.

"The enthusiasm with which these 25 personalities signed on to this project shows the extent to which *Les Affaires* is a benchmark in the business world. Actually, what we want to celebrate are Québec businesses and organizations, their leaders and their employees," said Stéphane Lavallée, Vice President, Business Solutions for TC Media, and Publisher, Les Affaires Group.

Among the senior executives contributing to the project are Pierre Beaudoin, President and CEO of Bombardier; Isabelle Hudon, President of Sun Life Financial - Québec; Monique Leroux, President and CEO of Desjardins Group; Rémi Marcoux, founder of TC Transcontinental; and Michael Sabia, President and CEO of the Caisse de dépôt et placement du Québec. Their presence and that of many other business people shows that *Les Affaires* is still the central hub of Québec's business world.

"*Les Affaires* is changing rapidly, incorporating digital technology, presenting dozens of events each year and now we're even organizing trade missions," noted Mr. Lavallée. "But what drives it all, and will always drive it, is the passion for business."

Other initiatives, such as special events and special columns in the newspaper, will be organized over the course of the year to mark the 85th anniversary of *Les Affaires*.

Some history...

Les Affaires was founded in 1928 in Quebec City as a magazine called *Les Affaires, a Magazine of Business*. The main aim of the publication was to help French-Canadian entrepreneurs and business managers improve their management practices, grow their businesses and increase their survival rates. Transcontinental, founded in 1976 by Rémi Marcoux, acquired *Les Affaires* newspaper in 1979. At that time, since only 4% of Québec adults owned shares in a company or in mutual funds, the paper focused on educating Quebecers about investing and finance. Today, *Les Affaires* earns the top ratings among North American business publications for reading time, reader loyalty and content relevance.

About *Les Affaires* Group

Les Affaires Group is the leading provider of information and analytical content for Québec business people. To date, the Group has the largest business and finance news desk in Québec, with a team of more than 45 employees. Through its publications, online activities and events, it determines key information, identifies business opportunities and disseminates best business practices. The *Les Affaires* Group, a member of TC Media, produces *Les Affaires* newspaper, lesaffaires.com, *Les Affaires* Events, the management magazine PREMIUM, and the personal finance magazine A+.

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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