

*For Immediate Release***TC Transcontinental releases its 4th annual Sustainability Report entitled
“simplify, collaborate, innovate”**

Montreal, March 13, 2013 – TC Transcontinental (TSX: TCL.A TCL.B TCL.PR.D.) today announced the release of the fourth edition of its Sustainability Report entitled “simplify, collaborate, innovate”. The report details the commitments, approach and themes related to corporate governance and environmental, social and economic performance under the Corporation’s 2010-2013 three-year plan. The information provided in the report, with respect to stakeholder concerns and corporate issues, has enabled it to maintain its Application Level B rating from the Global Reporting Initiative (GRI).

This year, in the area of environment, the Corporation expanded the internal and external scope of its paper purchasing policy by specifying the use of recycled or certified papers for its printing and publishing operations. In fact, the Corporation’s purchases of eco-papers (Gold and Gold Plus) have increased to 67%, exceeding its target of 55%. In terms of social engagement, the Corporation has formalized its donation policy by identifying two priority areas: education and health. As well, it has further improved its lost-time accident severity and frequency rates, which continue to be much lower than the industry average. From an economic standpoint, the Corporation has continued to maintain a strong balance sheet and increase its return on net assets, which currently stands at 8.8%. Lastly, in terms of corporate governance, the Corporation continues to work steadily to increase the number of women in senior management positions through its talent development and succession plan. As at October 31, 2012, women made up 17% of senior management.

“I am pleased to note the progress made in terms of sustainability over the past three years and I thank all our employees for their contribution to our achievements,” said François Olivier, President and CEO. “These results encourage us to maintain our commitment to sustainability and carry on with our efforts. We will keep simplifying our operations, encourage collaboration both internally and externally, and foster the development of a culture of innovation. This ensures we will continue to evolve.”

For more information about TC Transcontinental’s commitments, achievements and progress in sustainable development, refer to the 2012 Sustainability Report on the Corporation’s website at www.tc.tc/sustainability

Profile

Largest printer and leading provider of media and marketing activation solutions in Canada, TC Transcontinental creates products and services that allow businesses to attract, reach and retain their target customers. The Corporation specializes in print and digital media, the production of magazines, newspaper, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 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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