

AutoGO.ca announces the winners of the first annual AutoGO Awards

Seven vehicles get off to a fine start after winning top ranking for 2015

Montreal, January 16, 2015 – AutoGO.ca is proud to announce the winners of its first annual AutoGo Awards, which celebrate the best cars and trucks for each of the seven lifestyles on which our website is based. The winners were selected by a jury of journalists and regular contributors to the site: Marc Bouchard, Michel Deslauriers, Charles Renny, Charles Jolicoeur and Nauman Farooq. The winners will receive a trophy.

The winners by category are:

AutoGO 2015 Family: Dodge Grand Caravan

AutoGO 2015 Student: Nissan Micra

AutoGO 2015 Sport: Chevrolet Corvette

AutoGO 2015 Eco: BMW i3

AutoGO 2015 Luxury: Mercedes-Benz S-Class

AutoGO 2015 Couple: Jaguar F-TYPE

AutoGO 2015 Truck: Ford F-150

“In the time since it was founded, AutoGO.ca has built a solid reputation in the industry and we are proud to introduce an annual award that reflects our unique approach. We are known for providing the most practical information for helping people find the vehicle that suits their lifestyle,” said Marc Bouchard, Editor-in-Chief. “We work closely with car manufacturers and conduct more than 250 test drives a year, so I’m sure they will be honoured to receive this recognition award.”

Visit AutoGO.ca to learn more about the strong points of the vehicles selected by the jury, and their test drive results.

The 300-odd models sold in the Canadian market were assigned to one or several AutoGO.ca lifestyle categories. Then each jury member assigned a total of 100 points per category to at least 10 vehicles, with a maximum of 25 points to any given vehicle. The winners are the models that got the most points.

Starting today, the team will start reviewing the 2016 models and will be conducting test drives for the second annual AutoGO awards.

About AutoGO.ca

AutoGO.ca, a TC Media brand, is an innovative automobile website that offers a unique approach allowing users to search for new and used vehicles according to their lifestyle (Family, Luxury, Sport, Eco, Couple, Student, Truck). AutoGO.ca is available in both French and English and offers a multitude of expert

opinions, reviews and test drive ratings, all the while keeping consumers up-to-date on automobile news and the latest models and trends as well as providing safety advice.

About TC Media

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing over 3,500 people. The sector reaches most Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, consumer magazines, trade publications, retail promotional content, mass and personalized marketing, mobile and interactive applications and geotargeted door-to-door and digital distribution services.

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