

For Immediate Release

Mario Plourde on Transcontinental Inc.'s Board of Directors

Montreal, March 17, 2015 – Transcontinental Inc. (TSX: TCL.A TCL.B) announces the appointment of Mario Plourde to the Corporation's Board of Directors. Mr. Plourde has been President and Chief Executive Officer of Cascades Inc., a multinational which recycles, manufactures, converts and markets packaging and tissue products, since 2013.

"I am very pleased to welcome Mario Plourde to the Board of Directors of Transcontinental Inc.," said Isabelle Marcoux, Chair of the Board of Directors. "I am certain that Mario will contribute to Transcontinental's Inc. growth, as he brings a highly relevant expertise in manufacturing and packaging in Canada and the U.S., as well as a strategic background which aligns well with our vision of transformation. Together with the other members of the Board, we will continue to pursue our objectives to the benefit of all shareholders of the Corporation."

Mario Plourde started his career at Cascades in 1985 as a Controller. He then rose through the ranks in Canada and the United States, successively serving as Plant Manager, General Manager in the plastics sector, President of Cascades Speciality Products Group, Chief Operating Officer for the Corporation as a whole and finally, President and Chief Executive Officer of Cascades. Actively involved in the community, his social commitment was recognized in 2012 when he received the Prix bâtisseur Award – Tour CIBC Charles-Bruneau (funds for research in pediatric oncology).

Profile of TC Transcontinental

Canada's largest printer, with operations in print and digital media, publishing and flexible packaging, TC Transcontinental's mission is to create products and services that allow businesses to attract, reach and retain their target customers.

Respect, teamwork, performance and innovation are strong values held by the Corporation and its commitment to all stakeholders is to pursue its business and philanthropic activities in a responsible manner.

Transcontinental Inc. (TSX: TCL.A, TCL.B), known as TC Transcontinental, has over 8,500 employees in Canada and the United States, and revenues of C\$2.1 billion in 2014. Website: www.tc.tc.

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