

Press Release
For immediate release

TC Media Strikes Strategic Partnership with *The Car Guide* / *Guide de l'Auto*
And Doubles the Reach of its Digital Automobile Network

Montreal, May 11, 2015 – TC Media is proud to announce that it has entered into a strategic partnership with [The Car Guide](#) website and its French-language counterpart, the [Guide de l'auto](#), as well as with the [Montrealracing.com](#) site, all owned by LC Média. Thanks to this agreement, TC Media, which already owns [AutoGo.ca](#), doubles the reach of its digital automobile network to a total of 1,530,000 unique visitors, generating 9,695,000 page views per month.¹ In addition, under this agreement, management of the AutoGo.ca website is transferred to LC Média. The site will benefit from new original content, created by the *Guide de l'auto*/*The Car Guide* editorial team, which is comprised of seasoned industry leaders.

“We are very pleased to add *The Car Guide*, *Guide de l'auto* and *Montrealracing.com* websites to our automobile network. These three prestigious properties have outstanding reputations in the industry and set the standard for helping consumers figure out their choices before they actually decide which car they want to buy,” says Laurent Elkaim, Vice President, Digital Products and Operations at TC Media. “This partnership expands our offering for dealers and car sellers, who can announce their inventories across our entire network, including the Web platforms of LC Média, thereby reaching a broader audience.”

“LC Média is delighted with this partnership with TC Media, a company that is deeply rooted in communities across several Canadian provinces and that has a powerful local information network,” added Jean Lemieux, President, LC Média. “We see excellent potential for creating greater awareness of our brands through the content exchange agreement, which will give *The Car Guide*/*Guide de l'auto* visibility in TC Media properties. We will also benefit from greater proximity to dealers due to the strength of the TC Media local sales network.”

As a result of this new partnership, LC Média bolsters its automobile network with the addition of AutoGo.ca. TC Media also expands its digital automobile network, which is now composed of six well-known car sites: AutoGo.ca, GuideAutoWeb.com, CarGuideWeb.com, Montrealracing.com, Wheels.ca and AutoCatch.com. The *Guide de l'auto* website alone reaches more than 440,000 unique visitors and generates over 3.3 million page views a month, while its English-language counterpart, *The Car Guide* site, reaches over 155,000 unique visitors and generates close to 625,000 page views a month, including significant English-language traffic in the Atlantic Provinces.²

¹ AutoGo.ca: Google Analytics, March 2015; LC Média: Google Analytics, March 2015; Metroland: Omniture, March 2015.

² Source used by LC Média: Google Analytics, March 2015



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THE CAR GUIDE

About LC Média

LC Média has been in business since 1999 and is a major publisher, issuing *Le Guide de l'auto*, the car bible of the past 50 years, which sells 90,000 copies year after year. *Le Guide de l'auto* is also a TV show on the MAtv channel, and has a mobile site and an iPad app. The LC Média Web Network, which encompasses the *Guide de l'auto* site (www.guideautoweb.com) and its English-language counterpart, *The Car Guide* site (www.carquideweb.com), Montrealracing.com, Guidebateau.com, Boatguideweb.com and OctaneFix.com, generates over 6.5 million page views monthly, and over 930,000 unique visitors per month.

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.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A TCL.B), which 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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For more information or interview requests:

TC Media

Patricia Robichaud
Senior Communications Advisor
Telephone: 514 392-2010
patricia.robichaud@tc.tc

LC Média

Jean Lemieux
President
Telephone: 514 894-0066
jeanl@lcmedia.ca