

*For immediate release*

## **TC Media and *Métro* newspaper ink an exclusive distribution agreement with the STM**

*Métro newspaper will again be distributed free-of-charge in the Montreal metro system starting in February 2016*

**Montreal, January 26, 2016** – TC Media is proud to announce it has signed an exclusive agreement with the Société de transport de Montréal (STM) to distribute *Métro* newspaper in the Montreal metro system as of February 1, 2016, for a period of five years. This is the second exclusive distribution agreement for *Métro*. The newspaper had an agreement for exclusive distribution within the Montreal metro system from the time the paper was first launched in March 2001 through to December 2010.

“We are proud of this new partnership with the STM and pleased that we can continue to better serve public transit users and our readers in the Greater Montreal area by offering them relevant and high-quality information on a daily basis,” said Nicolas Faucher, *Métro* publisher. “It’s a great vote of confidence for us and excellent news as we prepare to celebrate the 15<sup>th</sup> anniversary of *Métro* newspaper.”

“This agreement gives the STM the opportunity to optimize its communications by gaining access to its partner’s various media platforms. Retained as the more advantageous of the two bids tabled, this agreement will generate significant revenues for the STM, while allowing it to maintain its privileged communications ties with its clientele, notably with a page of content in every edition,” said Philippe Schnobb, President of the STM Board of Directors.

*Métro* newspapers will be available in about 320 stands in the Montreal metro system, as well as some 1,000 locations in its existing distribution system covering key points such as food courts, the busiest terminals in the Agence métropolitaine de transport (AMT) system, some 95 McDonald’s restaurants in Montreal and the Pierre-Elliott-Trudeau international airport.

This business partnership was concluded through the *Société en commandite collectif média*, a subsidiary of Transgesco s.e.c., whose goal is to market the STM’s assets in order to increase non-fare revenues, while ensuring that public transit users enjoy a better experience and value-added services.

### **About the *Métro* Montreal newspaper**

*Métro* Montreal, the most widely read daily paper on the Island of Montreal, reaches 310,000 readers daily, Monday to Friday. With its team of local reporters and its partnership with a worldwide network of over 400 journalists, *Métro* excels at providing quality content, covering national and international news, as well as local and hyperlocal information. Proud partner of the Société de transport de Montréal, *Métro* is distributed free to metro users and through its own distribution network as well.

In 2016, *Métro* Montreal marks its 15<sup>th</sup> anniversary. Wholly owned by Transcontinental Inc. through its division TC Media, *Métro* daily newspaper is one of the local editions of Metro International.

### **About TC Media**

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing close to 3,000 people. The sector reaches Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, 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 8,000 employees in Canada and the United States, and revenues of C\$2 billion in 2015. Website [www.tc.tc](http://www.tc.tc)

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