

*For Immediate Release***Isabelle Marcoux, co-chair of the Centraide of Greater Montreal's 2016 campaign**

Montreal, April 6, 2016 – Transcontinental Inc. (TSX: TCL.A TCL.B) is pleased to announce that Ms. Isabelle Marcoux, Chair of the Board of Directors of Transcontinental Inc., will co-chair the Centraide of Greater Montreal's 2016 campaign, one of the largest annual fund drives to break the cycle of poverty and social exclusion in Montreal. Ms. Marcoux will co-chair the campaign with Mr. Mitch Garber, President and Chief Executive Officer of Caesars Acquisition Company and Chairman of Cirque du Soleil. It will be launched on September 29th at the March of 1,000 Umbrellas.

"It is with great enthusiasm that I have accepted to co-chair the Centraide of Greater Montreal's 2016 campaign," said Ms. Isabelle Marcoux. "I firmly believe that Centraide plays an essential role in our community, and I am proud to join forces with Mitch Garber and the executives who have generously agreed to be part of the 2016 cabinet in support of this cause, which affects us all. We are planning a dynamic and fruitful campaign, and together, we will make a difference."

Each year, TC Transcontinental donates over 1% of its adjusted operating earnings to over 400 organizations. Over the past 30 years, the Corporation has contributed close to \$6 million to Centraide, and many of its leaders are involved with the organization in various ways. In fact, Mr. François Olivier, President and Chief Executive Officer of TC Transcontinental, has been a member of the cabinet for the Major Donor's Campaign for Centraide since 2014. In addition, Mr. Rémi Marcoux, TC Transcontinental's founder, co-chaired Centraide's 2006 campaign.

About TC Transcontinental

Canada's largest printer, with operations in print, flexible packaging, publishing and digital media, 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 employees. The Corporation's 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 8,000 employees in Canada and the United States, and revenues of C\$2.0 billion in 2015. Website www.tc.tc

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