

For immediate release

Transcontinental Media Appoints Bruno Leclaire as Senior Vice President of its New Media and Digital Solutions Group

Montreal, September 13th, 2010 – Transcontinental Media is pleased to announce the appointment of Bruno Leclaire as Senior Vice-President of its New Media and Digital Solutions Group.

Mr. Leclaire assumes his role today. His key mandate is to support the development of Transcontinental Media's digital offer, while improving and consolidating a business structure aligned with client expectations regarding Transcontinental's overall digital offer.

Mr. Leclaire is known in the digital industry for his creativity, expertise and seasoned management style. He is the co-founder of Jobboom.com, the employment site, and was the President of Canoe Inc. for six years. During his career, he has participated in the launch of numerous successful websites including Star Académie, Micasa.ca, RéseauContact.com and Autonet.ca.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily Métro in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec, thanks to its famous Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and email customized database, which allows users to maintain close relations with more than 6 million consumers. It also has more than 120 web sites, attracting more than 4.2 million unique visitors per month.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D), with operations in Canada, the United States and Mexico, with revenues of \$2.4 billion in 2009.

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