

For Immediate Release**TC Transcontinental joins efforts to support the community of Lac-Mégantic**

Montreal, July 12, 2013 – In support of the Quebec community of Lac-Mégantic devastated by the recent tanker train disaster, and to assist the prompt efforts of the Canadian Red Cross to help those affected, TC Transcontinental has arranged with the Red Cross to make promotional space available in its community papers, in *Les Affaires*, and in *Métro Montréal* newspaper so that the humanitarian organization can better publicize its appeal for donations. In addition, the team of contributors to the show *Ça commence bien!*, produced by TC Media Production and aired on V, will make an on-air appeal asking viewers to donate.

These acts of solidarity by TC Transcontinental, valued at more than \$50,000, complement the Corporation's invitation to its own employees via internal channels to support the work of the Red Cross by donating online or by mail.

"We know that this gesture of support by TC Transcontinental will help the Canadian Red Cross continue its work in the community knowing that its message is still getting out to the public, that is, that the needs of the people of Lac-Mégantic are many and urgent and that donations are necessary," said Isabelle Marcoux, Chair of the Board. "Our TC Media newspapers are a vital source of information in many communities and we are proud to be contributing to the network of support now being built across the country."

TC Transcontinental is close to its communities and the Corporation and its employees also extend their deepest sympathies to the people of Lac-Mégantic and their families and friends.

About TC Transcontinental

Largest printer and leading provider of media and marketing activation solutions in Canada, TC Transcontinental creates products and services that allow businesses to attract, reach and retain their target customers. The Corporation specializes in print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), known by the brands TC Transcontinental, TC Media and TC Transcontinental Printing, has approximately 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc.

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