

For immediate release

Pierre Marcoux appointed Senior Vice President, Business Information Solutions and Education at TC Media

Montreal and Toronto, July 31, 2013 – [TC Media](#) is pleased to announce the appointment of Pierre Marcoux to the position of Senior Vice President, Business Information Solutions and Education. In this capacity, Mr. Marcoux is responsible for overseeing the development and execution of growth strategies and driving operating results for trade media (B2B) and information services, as well as for educational resource and book publishing. He continues to report directly to Ted Markle, president of TC Media, and to sit on the sector's Senior Management Committee.

Mr. Marcoux took on his new responsibilities a few months ago, when TC Media decided to combine these core segments into a single business group. Since then he has been heading this new group in addition to assuming interim responsibility for Consumer Solutions, a group he had been running since 2009. With the appointment of Carlos Lamadrid to the position of Senior Vice President Consumer Solutions announced [yesterday](#), Mr. Marcoux will now be able to complete the transition and focus solely on his new duties.

"Pierre has played a crucial role in optimizing our consumer brand portfolio over the past several years, while driving the development of our flagship brands and protecting the group's competitive edge" said Ted Markle, president of TC Media. "I was confident that Pierre was the perfect leader to take on this new role focused on promoting the growth and development of our Business Information Solutions and Education group across Canada."

"I am pleased to be at the helm of this new group and to be working with the existing teams on building a global growth strategy aimed at broadening our footprint nationally in these promising key business segments for TC Media" added Pierre Marcoux, Senior Vice President, Business Information Solutions and Education. "For the past few months, I've been able to rely on talented leaders to optimize the full potential of our trade media, our education and book publishing divisions, and their digital strategy".

The brand portfolio under Pierre Marcoux's responsibility includes *Les Affaires*, with its strategic *Grandes conférences* series and events division, *A+*, *Premium*, *Investment Executive*, *Finance et Investissement*, their companion websites, as well as the [Aquizition.biz](#) service site. Assets of the *Constructo* group are also under his leadership. In addition, Mr. Marcoux heads the education publishing and book publishing operations, which include Chenelière Éducation, Les Éditions Transcontinental, Les Éditions Caractère and Groupe Modulo.

Finally, in this new role, Mr. Marcoux will continue to map out a clear path for the tablet strategy, for all of TC Media's brands and content.

About TC Media

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes 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.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website www.tc.tc.

For more information or interview requests:

TC Media

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