

TC Media Nouvelles, so you know exactly what's happening in your area

TC Media launches a local and regional information app that also include relevant national news for communities all across Québec

Montreal, November 25, 2015 – TC Media is pleased to announce the launch of its new app, TC Media Nouvelles, in the Quebec market, signalling a major milestone in the development of its local digital media offering for businesses and communities. Drawing on a network of nearly 200 Quebec journalists, the new platform will provide solid coverage of every region and its communities, as well as a reading experience made richer by a variety of columns and sections. Subscribers can also use the app, which is available from the Apple App Store and on Google Play, to read all the news they want on their mobile devices and tablets.

"The TC Media Nouvelles app is a key part of our business strategy. It strengthens our commitment to communities all across Québec by providing a go-to source that complements our other excellent news and information products," said Ted Markle, President, TC Media. "We are proud to be distributing local weekly newspapers across Quebec, offering an outstanding network for local and national advertisers. The app has very attractive advertising formats for advertisers who want to attract attention via animated and interactive ads."

Denis Hénault, Senior Vice President for Local Solutions, Québec and Ontario de TC Media, said: "I'm really pleased to be introducing this brand-new product that showcases our top-quality content and highly talented teams, on a platform that allows us to be lively and dynamic. What we're offering is a unique and interactive reading experience that covers a wide range of material, including local, regional and national news, sports and special events. To increase the appeal of using the app, people will also have access to games, recipes and much more."

As of today, TC Media Nouvelles has been rolled out in six regions: Abitibi-Témiscamingue, Estrie, Outaouais, Mauricie, Montérégie and Saguenay-Lac-Saint-Jean. The Lanaudière, Laval/Laurentides, Québec/Chaudière-Appalaches, Bas-Saint-Laurent/Côte-Nord/Gaspésie and Centre-du-Québec will join the service on December 1. The Montreal Region will be added soon. The app can also be consulted on the Web by signing up to receive daily emails at www.tcmedianouvelles.ca.

About TC Media

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing over 3,000 people. The sector reaches most 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\$2.1 billion in 2014. Website www.tc.tc.



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