

*For Immediate Release*

**TRANSCONTINENTAL INC. CONCLUDES SALE OF  
DIRECT MAIL ASSETS IN USA**

Montreal, April 1, 2010 – Having cleared US regulatory requirements, Transcontinental announces that it has concluded the sale of its direct mail operations in the United States to IWCO Direct, a U.S. company headquartered in Minnesota. The assets are located in Warminster and Hamburg in Pennsylvania, in Fort Worth, Texas, and in Downey, California.

The transaction price amounts to US\$112.5 million. Transcontinental's direct mail group in the United States generated revenues of US\$153 million in 2009 and has about 1,200 employees.

**About Transcontinental**

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and in Mexico, and fourth-largest in North America. It is also the country's leading publisher of consumer magazines and French-language educational resources, the second-largest community newspaper publisher, and its digital platform delivers unique content through more than 120 Web sites. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database analytics, premedia, e-flyers, email marketing, and custom communications. Transcontinental is a growth-oriented company with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has approximately 11,000 employees in Canada, the United States and Mexico, and reported revenue of C\$2.4 billion in 2009. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

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For information:

**Media**

Sylvain Morissette  
Vice President, Corporate Communications  
Transcontinental Inc.  
Telephone: 514 954-4007  
[sylvain.morissette@transcontinental.ca](mailto:sylvain.morissette@transcontinental.ca)  
[www.transcontinental.com](http://www.transcontinental.com)

**Financial Community**

Jennifer F. McCaughey  
Director, Investor Relations  
Transcontinental Inc.  
Telephone: 514 954-2821  
[jennifer.mccaughey@transcontinental.ca](mailto:jennifer.mccaughey@transcontinental.ca)