

Transcontinental Boucherville Printing Plant Closes

Montreal, October 27, 2010 – Transcontinental announces that it is closing the Transcontinental Boucherville printing plant at 1485 Coulomb in Boucherville.

“Over the past several years, Transcontinental has invested heavily in new printing technologies that have made it significantly more efficient and augmented its production capacity. Today, because of the major structural changes in the printing industry that have led to decreased demand in certain niche markets, Transcontinental is faced with overcapacity in the book, catalogue and magazine segment of its print network,” said Jacques Grégoire, Senior Vice President, Magazine, Book and Catalogue Group. To remain competitive in this changing market, Transcontinental management has thus made the difficult decision to close Transcontinental Boucherville.

Some 180 employees at Transcontinental Boucherville will be affected when the plant closes on December 17, 2010. All employees will receive severance packages and job placement services to help them quickly find new employment.

Transcontinental thanks all the employees of Transcontinental Boucherville for their dedication and outstanding contribution to the company’s success.

About Transcontinental

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada’s top media groups. In addition, its digital platforms deliver unique content through more than 150 websites. Transcontinental also offers marketing products and services that use new communications platforms supported by database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

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

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