

**TRANSCONTINENTAL HONOURED AS ONE OF BEST 50 CORPORATE CITIZENS
BY CORPORATE KNIGHTS**

Montreal, July 7, 2010 – Transcontinental is pleased to announce it has been rated by Corporate Knights, an independent Canadian-based media company, as one of Canada’s 50 most socially responsible corporate citizens for the seventh year. Ratings are based on community involvement, labour relations, environmental practices, occupational health and safety as well as governance practices. Transcontinental, ranked 30, is included among a broad group of organisations ranging from blue-chip companies and major non-publicly traded companies such as co-ops and utilities.

Transcontinental is a North American leader in corporate environmental practices. In 1993, it adopted an environmental policy that reflects its commitment to sustainable development. In 2007, the company introduced its Environmental Action Plan to formalize the many green initiatives implemented at all levels of the organization by both employees and management. In 2008, it took the industry lead when it launched its Paper Purchasing Policy, which places paper in gold, silver or bronze categories based on the percentage of recycled content, among others, allowing customers to make informed decisions about the products they produce.

“Transcontinental is honoured to be again selected as one of the top 50 Corporate Citizens by Corporate Knights,” said François Olivier, President and Chief Executive Officer, Transcontinental Inc. “Our commitment to corporate citizenship and sustainable development has always been a guiding principle for Transcontinental; it is in the best interests of our customers and shareholders, as well as the communities across Canada in which we do business.”

Founded in 2002, Corporate Knights Inc. publishes the world’s largest circulation magazine with an explicit focus on corporate responsibility. The mission of Corporate Knights Inc. is to humanize the marketplace.

For more information on Transcontinental’s sustainable development initiatives, documented in its Sustainability Report 2009: *Committing Ourselves to Performance*, please visit http://www.transcontinental.com/en/3-who-we-are/SD_Report.pdf

Profile

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, the second-largest community newspaper publisher, and with its digital



platforms that deliver unique content through more than 120 websites, it is also one of Canada's leading media groups. In addition, Transcontinental 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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For information:

Media

Nessa Prendergast
Director, Media Relations
Transcontinental Inc.
Telephone: 514 954-2809
nessa.prendergast@transcontinental.ca
www.transcontinental.com

Financial Community

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