

For Immediate Release

CHANGE IN CHAIR OF BOARD OF DIRECTORS OF TRANSCONTINENTAL INC.

Montreal, September 7, 2011 – Today the Board of Directors of Transcontinental Inc. (TSX : TCL.A TCL.B TCL.PR.D) confirmed that Transcontinental's founder, Mr. Rémi Marcoux, has decided to officially leave his position as Executive Chair of the Board at the next shareholders' meeting on February 16, 2012. Mr. Marcoux will, however, remain a member of Transcontinental's Board. In the wake of this decision, the Transcontinental Board also nominated Ms. Isabelle Marcoux as Chair of the Board; this new appointment will take effect at the next annual meeting of shareholders.

Now 71, Rémi Marcoux expressed his wish to slow his pace of work while continuing to closely monitor the affairs of the business he co-founded more than 35 years ago. "It is with great confidence in the future of Transcontinental and with great pride in the progress achieved by a seasoned management team and experienced employees that I made this important decision," said Mr. Marcoux.

At the same time, Mr. Marcoux said he is pleased to see his daughter, Isabelle Marcoux, succeed him as Chair of the Board of Directors of Transcontinental Inc. "I am certain that Isabelle will lead the Board with energy, vision and discipline," said Mr. Marcoux.

Isabelle Marcoux began working at Transcontinental in 1997. She has been Vice Chair of the Board of Directors of Transcontinental Inc. since 2007 and Vice President, Corporate Development since 2004. In the latter position, she is in charge of the Corporation's strategic planning process. Before joining Transcontinental, Ms. Marcoux was a lawyer with the firm McCarthy Tétrault LLP.

Ms. Marcoux is also on the Boards of George Weston Limited, Rogers Communications Inc., Power Corporation of Canada, the Board of Trade of Metropolitan Montréal and the Montreal Museum of Fine Arts. She is Co-Chair of the major 2011-2015 fundraising campaign for Fondation Tel-jeunes and Co-Chair of the Montreal Heart Institute Foundation's flagship fundraising event, the Grand Bal des Vins-Cœurs 2011. In 2010, Ms. Marcoux received the prestigious award *Canada's Most Powerful Women: Top 100™* in the Corporate Executives category.

Transcontinental was founded in 1976, when Rémi Marcoux and his partners, Claude Dubois and André Kingsley, acquired a small commercial printing plant in Saint-Laurent on the outskirts of Montreal. Today, Transcontinental has 10,500 employees in three sectors: state-of-the-art marketing communications, print and digital media, and printing and interactive marketing. In 2010 the Corporation reported revenues of C\$2.1 billion. Mr. Rémi Marcoux remains the Corporation's controlling shareholder.



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. It is also one of Canada's top media groups as the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces. Transcontinental is also the leading door-to-door distributor of advertising material in Canada through its celebrated Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1000 websites, the company reaches over 11.3 million unique visitors per month in Canada. Transcontinental also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.

Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 10,500 employees in Canada, the United States and Mexico, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit www.transcontinental.com.

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