

PRESS RELEASE

*For immediate release*

### **Transcontinental Media announces roll-out of online deal site**

**[La méga prise](#) in regions across Quebec, including Montreal, Laval and the Montérégie**

**Montreal, October 5, 2011** – [Transcontinental Media](#) is pleased to announce the roll-out of *La méga prise*, the group buying site powered by [Publisac.ca](#), in several regions across Quebec: Montreal, Laval, Montérégie, Lanaudière, Laurentides, Centre-du-Québec, Mauricie and Saguenay-Lac-Saint-Jean. Based on the group buying model, *La méga prise* offers its subscribers the chance to catch mega deals of at least 50% on selected local products and services. *La méga prise* and its English counterpart [The Mega Catch](#) were first launched by Transcontinental Media in Quebec City, in the province of Quebec, and St. John's, Newfoundland and Labrador, back in February.

“The launch of *La méga prise* intends to meet the needs expressed by local advertisers and communities already served by Transcontinental Media,” explains Stéphane Gagné, Vice-President, Local Digital Solutions, Transcontinental Media. “Backed by the success of *La méga prise* in Quebec City and St. John's, we are proud today to roll-out the brand in other regions of Quebec, and in coming weeks, we'll introduce it to other parts of Eastern Canada,” he added.

#### ***La méga prise: Fishing for mega-deals!***

*La méga prise* uses the group buying model, which brings online buyers together to benefit from huge discounts. Subscribers to *La méga prise* can leverage the power of group buying to get **substantial discounts** (ranging from 50% - 90%) on **local products and services** in the following categories: **Restaurants, Outings, Sports & Outdoor Activities, Body Care, Fashion & Style, and Discoveries**. It's an attractive opportunity not only for consumers in the regions served, but also for merchants, who gain brand visibility and increased sales volumes.

#### **The synergy of Transcontinental Media serving SMBs**

*La méga prise* is the group buying site of [Publisac.ca](#), while *The Mega Catch* is powered by [Dealstreet.ca](#), both owned by Transcontinental Media and already well-established in their communities. As well, *La méga prise* complements [Weblocal.ca](#), which offers integrated marketing solutions to local businesses wanting to optimize on-line visibility. This new initiative testifies to the synergy between the digital properties of Transcontinental Media on the local level.



### ***La méga prise: simple as 1, 2, 3***

#### **1) Find Out the Day's Deal**

Each day, explore the featured deals or sign up for the daily alerts and we'll send you our featured deals by email.

#### **2) Buy the Day's Deal**

Buy the featured deal. When the minimum number of buyers is reached, you'll benefit from the featured mega-deal.

#### **3) Share the Offer with Your Friends**

Share your discoveries with your friends via Facebook and Twitter and quickly reach the required number of buyers to activate the deal.

### **Don't Miss the Boat!**

For consumers who want to save money: sign up at [www.lamegaprise.com](http://www.lamegaprise.com). For merchants who want to offer an online deal, call 1 855-855-3344.

### **About Transcontinental Media**

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$608 million in 2010, [Transcontinental Media](http://www.transcontinentalmedia.com) reaches, through its multiplatform offering, over 18 million consumers across Canada. The group is the largest publisher of consumer magazines and French language educational resources in Canada, and the largest publisher of local and regional newspapers in Quebec and the Atlantic provinces. Transcontinental Media publishes the weekday daily Metro in Montreal and Halifax. It is also the leading distributor of door-to-door advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows marketers to connect efficiently with more than six million consumers. Thanks to a wide digital network of more than 1,000 websites, Transcontinental Media reaches 11.3 million unique visitors per month in Canada.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada and the United States, and reported revenue of C\$2.1 billion in 2010.

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For information or requests for interviews:

#### Media

#### **Katherine Chartrand**

Director of Internal and External Communications

Transcontinental Media

Telephone: 514 392-2091

[katherine.chartrand@transcontinental.ca](mailto:katherine.chartrand@transcontinental.ca)