

*For Immediate Release*

## THE FIRST ISSUE OF *MORE* MAGAZINE: A HUGE SUCCESS

Montreal, March 21, 2007 – Today, in Toronto, before an impressive gallery of guests, including Oscar-nominee actress Virginia Madsen, Transcontinental Media will celebrate the official launch of the first issue of the Canadian edition of *More*, which is already a huge success. The response from advertisers was enthusiastic and the number of subscriber copies will likely reach 80,000, almost double the 43,500 predicted. A total of 125,000 copies were printed. *More* targets the 40+ female demographic, a segment hungry for editorial that speaks to them directly. Its U.S. version has tripled its circulation since Meredith Corporation launched it in 1998 and it was named 2006 Magazine of the Year by *Advertising Age*. Transcontinental announced its exclusive, multi-year licensing agreement with Meredith in May 2006. This first Canadian issue, whose editor-in-chief is Linda Lewis, is already available in newsstands. The addition will bring Transcontinental Media's magazine total to 44, including 29 titles in its consumer magazine portfolio.

Francine Tremblay, senior vice president of consumer magazines at Transcontinental Media, was excited: "In more than 30 years in the magazine industry, I have never seen such a success for the first issue of a magazine! This isn't an ordinary launch, this is a celebration. This product was much anticipated and we were right to acquire the licensing agreement. *More* fills an underserved niche in both the Canadian marketplace and Transcontinental's suite of women's magazines. This addition will allow our advertisers to reach consumers through a line of publications ranging from *Elle Canada* to *Canadian Living* and *Homemakers*, through to *More* and *Good Times*."

For her part, Natalie Larivière, president of Transcontinental Media, said: "This agreement with a major American publisher is yet another successful execution of one of our primary growth strategies: to partner with other industry-leading companies to develop innovative products and services. Meredith's reputation as the American consumer magazine specialist for over a century now and *More's* popularity combine to make this a promising partnership that may foster further opportunities for both our publishing and printing activities."

*More* is the defining magazine of a powerful and empowered generation – a growing community of women over 40 who are more accomplished, more confident, more influential and have more time to spend on themselves. With features on health, beauty, fashion, food and lifestyle, finance, foreign and national affairs, the arts, travel and more, *More* gives established women more of what they want to get more out of life.



## About Transcontinental Media

The fourth-largest print media group in Canada, with more than 3000 employees and annual revenues of \$580 million in 2006, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources as well as being the largest publisher of community newspapers in Eastern Canada. It publishes the weekday daily *Métro* in Montreal, owns a number of digital business units, and is also, through Publi-Sac, Quebec's leading door-to-door distributor of advertising material.

Transcontinental Media is a subsidiary of Transcontinental Inc. (TSX: TCL.A, TCL.B), which has more than 14,500 employees in Canada, the United States and Mexico and reported revenues of C\$2.3 billion (US\$1.9 billion) in 2006.

- 30 -

For Information:

### Media

Francine Tremblay  
Senior Vice President, Consumer Magazines  
Transcontinental Media  
Telephone: (514) 594-3609  
[francine.tremblay@transcontinental.ca](mailto:francine.tremblay@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)