

For Immediate Release

**VOIRVERT.CA: Quebec's Very First Website Dedicated to
Eco-friendly and Sustainable Building Practices**

Montreal, April 28, 2010 – Constructo, a Transcontinental Media business unit, has just created a new website, VOIRVERT.CA, which is Quebec's very first portal dedicated to eco-friendly and sustainable building practices. The website is specifically designed to meet the needs of professionals and managers who work in construction, providing a single window to the resources so vital to the firms and organizations in the field of environmental building design, construction and operation.

VOIRVERT.CA offers up-to-date news on developments in the industry and provides many pages of information on building certifications, products and materials, meeting standards, funding green projects, and the training available for people working in the field of sustainable building.

VOIRVERT.CA, also provides an overview of projects that have been completed, are in progress or are upcoming in Québec. It contains a directory of LEED-certified buildings and neighbourhoods, BOMA BEST buildings and other projects that are considered green but have not been certified. From case studies to demonstration projects, you will discover sustainable solutions to meet a whole range of needs in green building design and operation.

The green reference for the construction industry!

VOIRVERT.CA is also a place where people can share their knowledge and experience through blogs, chat rooms and a wiki. It also provides access to highly useful tools such as:

- ▯ The Éco411 directory, which lists product and service suppliers (with the option of entering environmental properties and compliance with LEED requirements)
- ▯ Carrefour 3RV, an innovative Quebec platform where people can post used products and materials for sale and purchase
- ▯ the *Espaces verts* bulletin board, for posting eco-friendly commercial and office buildings for rent and sale

Creating this website was a logical step for Constructo, which in 2008 had already launched the magazine *Voir vert*, the first French-language publication to address sustainable building from cover to cover. As with its previous publications, including the *Bâtiment et Environnement* special editions and the *Bâtir vert* guide that came out in 2006, Constructo can be sure that the VOIRVERT.CA website will quickly become a must-use resource in eco-friendly building construction and operation.



About Constructo

Constructo has specialized in the delivery of strategic information to players in Quebec's construction industry for more than 45 years, publishing the *Journal Constructo* and many special annual magazines and supplements. Constructo is a Transcontinental Media business unit that has always met the industry's need for professional services and publications that respond to industry realities and obligations. A true pioneer, Constructo also manages, with CGI, the Quebec government's official bid system, the *Système électronique d'appel d'offres (SÉAO)*.

About Transcontinental Media

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily *Métro* in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec, thanks to its famous *Publisac*. Transcontinental Media is distinguished by its custom publishing, mailing and email customized database, which allows users to maintain close relations with more than 6 million consumers. It also has more than 120 web sites, attracting more than 4.2 million unique visitors per month.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D), with operations in Canada, the United States and Mexico, with revenues of \$2.4 billion in 2009.

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