

**TRANSCONTINENTAL INTERACTIVE'S EXPERTISE HELPS WIND MOBILE  
LAUNCH SHORT CODE CONNECTIVITY**

**Toronto, July 4, 2011** – Transcontinental Interactive has partnered with WIND Mobile, the innovative wireless network dedicated to providing unlimited voice, text and data services to Canadians, to provide short code connectivity to its customers across the country.

Short codes, significantly shorter telephone numbers that address SMS and MMS messages to and from a mobile phone, are often used to receive news and alerts, as well as to donate to charitable organizations or send information to some emergency services. Some of the services WIND Mobile customers will now be able to subscribe to include transportation short codes for the TTC in Toronto and TransLink in Vancouver, Airport information for both Toronto Pearson International Airport and Montréal-Pierre Elliott Trudeau International Airport as well as news alerts from CBC.

Transcontinental Interactive is a leader in strategy, content and multi-channel delivery systems. It is recognized for its quality of partnerships, flexibility, and ability to anticipate consumer demands using new communications platforms, including mobile, making the partnership with WIND Mobile a perfect fit.

“At Transcontinental Interactive, we are proud of the solutions we deliver and the relationships we have developed with companies such as WIND,” said Christian Trudeau, President of Transcontinental Interactive. “It is an honour to have such innovative businesses recognize Transcontinental as a company that is trustworthy and that delivers on its promise. We are thrilled to work with WIND.”

The WIND partnership represents another way that Transcontinental Interactive is demonstrating leadership in technology and marketing solutions. By working with WIND to provide short code connectivity for consumers, Transcontinental Interactive continues to extend its commitment to providing day-to-day solutions for its clients and end consumers.

“We chose to work with Transcontinental Interactive because of their expertise, reputation and exceptional service,” says Scott Campbell, CMO of WIND Mobile. “As well, we are impressed with Transcontinental’s ability to connect to other areas of the industry that will ensure the best possible platform for our consumers.”

**About Transcontinental Interactive**

Transcontinental Interactive provides marketing services and solutions by unifying strategy, content and multi-channel delivery systems. The Interactive Sector leverages its insights and proprietary



technology to anticipate consumer demands using new communications platforms supported by mobile, database analytics, email marketing, e-flyers and custom content & communications. Transcontinental provides printing, publishing and marketing services & solutions that deliver exceptional value to its clients and provide a unique, integrated platform for them to reach and retain their target audiences. [www.transcontinental-interactive.com](http://www.transcontinental-interactive.com). Transcontinental Interactive is a subsidiary of Transcontinental Inc.

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](http://www.transcontinental.com).

#### **About WIND Mobile and Globalive Holdings**



WIND Mobile provides voice, text and data services to Canadians on the next-generation wireless network and is committed to offering a level of wireless service presently not available in Canada. WIND Mobile is built on actual conversations that are happening with Canadians who are passionate about wireless and creating a better mobile offering nationally. For more information please visit: [www.WINDmobile.ca](http://www.WINDmobile.ca).

Globalive Holdings is a leading provider of telecommunications solutions in Canada and internationally to the consumer, business and hospitality markets. The Globalive companies include: WIND Mobile, Yak, OneConnect, Canopco and Globalive Carrier Services. For more information, please visit: [www.globalive.com](http://www.globalive.com).

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