

TC Media acquires the *Atouts* series from Septembre éditeur inc.

Montreal, May 15, 2015 – The TC Media Book Publishing Group, a division of Transcontinental Inc. (TSX: TCL.A TCL.B), is pleased to announce the acquisition of the *Atouts* series from Septembre éditeur inc. This series – namely the kits *Raconte-moi les sons*, *Raconte-moi l'alphabet*, *Raconte-moi l'orthographe*, *Gigote*, *Mini-Gigote* and *Criticus* – has long had an excellent reputation in childcare centres (CPEs), pre-schools and elementary schools in Quebec, in addition to being well-known and used all across Canada.

"We are proud to take over this important list of publications and we will continue to support it fully in all its markets," said Jacques Rochefort, President and General Manager of TC Média Livres. "We also plan to enrich the *Atouts* series to ensure it always meets the needs and expectations of its many users, current and future. This acquisition enhances our already considerable pre-school and elementary school offering and further consolidates our leading position in educational markets in Canada."

About the TC Media Book Publishing Group

The TC Media Book Publishing Group is the leading publisher of French-language educational materials in Canada and the largest in its field in North America. It publishes under the trade names Chenelière Éducation, Gaëtan Morin, Beauchemin, Graficor, Modulo, Chenelière McGraw-Hill, Caractère and Éditions Transcontinental.

About TC Media

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing over 3,500 people. The sector reaches most Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, consumer magazines, trade publications, retail promotional content, mass and personalized marketing, mobile and interactive applications and geotargeted door-to-door and digital distribution services.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A TCL.B), which has over 8,500 employees in Canada and the United States, and revenues of C\$2.1 billion in 2014. Website www.tc.tc.

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