

PRESS RELEASE
For immediate release

StrongView and TC Media Bring Contextual Marketing Solutions to Canada

Canadian interactive marketing powerhouse partners with StrongView to bring contextual 1:1 messaging to leading brands across Canada

Redwood City, Calif., and Montreal, June 17, 2015 – StrongView, a leading provider of [contextual marketing solutions](#), and [TC Media](#), a division of Transcontinental Inc. (TSX: TCL.A TCL.B), today announced a partnership to offer StrongView's cross-channel marketing capabilities to TC Media's digital marketing clients across Canada. As the exclusive StrongView reseller in Canada, TC Media is leveraging StrongView's technology for its new 1:1 Messaging Activation Suite and a secure Canadian cloud infrastructure for hosting its clients' data. TC Media has already begun rolling out its new StrongView-powered platform, and many clients, such as Sunwing Vacations Inc. and The Blue Hive (a Ford Motor Company Agency), are set to deploy their campaigns in the coming weeks.

"We are thrilled to announce that TC Media has entered into an exclusive strategic partnership in Canada with StrongView, a leader in cross-channel messaging in North America, with an enterprise-class email marketing platform," said Patrick Lauzon, Senior Vice President, Marketing and Digital Solutions at TC Media. "At TC Media, we're committed to delivering the best, most innovative, and above all, most efficient and cost-effective 1:1 messaging solutions possible to help our clients reach qualified consumers through contextually relevant communications. This significant investment in our 1:1 messaging business is aligned with our objective of maintaining our leadership position in the Canadian marketplace."

StrongView was named a leader by Forrester Research Inc. in "[The Forrester Wave™: Email Marketing Vendors, Q3 2014](#)", where it was top-ranked in strategy and had the highest possible score for categories such as queries and segmentation, campaign performance testing, dynamic content, data integration and security. As for TC Media, it sends more than 2 billion personalized emails and 100 million SMS messages every year on behalf of its clients, which include many of Canada's top retailers and advertisers.

"We are honored that TC Media has chosen to partner with us to advance its digital marketing business by embracing not just our technology, but also our vision for contextual marketing," said Bill Wagner, CEO of StrongView. "By partnering with TC Media, we are able to instantly offer our technology to many of the largest retailers and advertisers in Canada. As customers demand more contextually relevant messaging from the brands they trust, StrongView is driving the innovation that is required to keep pace and shape the future of 1:1 marketing."

In addition to being able to launch more sophisticated campaigns and access greater out-of-the-box functionality, TC Media's clients are now able to leverage StrongView's superior dynamic content integration, advanced segmentation, real-time testing and optimization, and direct data integration capabilities – which are all key drivers of contextual messaging.

About StrongView

StrongView helps brands understand, engage, and deliver value to consumers. Recognized as a leading provider of email and [cross-channel marketing solutions](#), StrongView is reinventing customer relationship marketing through customer context. Our [contextual marketing](#) solutions enable brands to recognize and act on consumers' fast changing circumstances before, during, and after each moment of engagement.

Based in Redwood City, CA and backed by leading investors, StrongView seeks to challenge traditional marketing approaches and enable customer context as a new foundation for delivering value.

Learn more at www.StrongView.com and follow us at www.twitter.com/StrongView and www.facebook.com/StrongViewInc.

About TC Media

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing over 3,000 people. The sector reaches most Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, 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 8,000 employees in Canada and the United States, and revenues of C\$2.1 billion in 2014. www.tc.tc

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