

Transcontinental Starts Printing the San Francisco Chronicle at its New Plant in Fremont, California

Montreal, July 6, 2009 – Transcontinental *today began officially* printing the San Francisco Chronicle daily paper at its brand new 338,000-square-foot plant in Fremont, California. The Monday, July 6 edition is the first to come off the presses at the plant.



Transcontinental will print 270,000 copies of the San Francisco Chronicle from Monday to Saturday and 360,000 on Sunday at its brand new plant in Fremont, California. On the Picture: Kathy Hunter, General Manager of the plant, Gary Hughes, Site Leader of the Transcontinental plant in Fremont, Calvin Siemer, Senior Counsel, Hearst Corporation, Brian Reid, President, Transcontinental Printing, Ted Markle, Newspaper Group, Transcontinental Printing, and Gary L. Anderson, Executive Vice-President, San Francisco Chronicle.

“We are *very pleased that production* of the San Francisco Chronicle started on schedule,” said Brian Reid, President of Transcontinental Printing. “The production model at our new plant is based on a unique combination of state-of-the-art technology and highly skilled people, in whom we have *invested extensive training*. The San Francisco Chronicle is expressing great trust in us by having us print its prestigious daily paper.”

“The new plant in Fremont is one of the first printing plants to be designed and built to meet the Leadership in Energy and Environmental Design (LEED) standards in the United States,” said Ted Markle, Senior Vice President of the Transcontinental Printing Newspaper Group. “The new ultramodern presses provide excellent print quality and more flexibility for advertisers and the distribution of inserted material. With this investment we can offer publishers the best tools in the marketplace to help them maintain and strengthen their competitive position.”

The plant in Fremont offers comprehensive printing and postpress services. As well as handling a range of related products, the plant *will print 270,000 copies of the San Francisco Chronicle from Monday to Saturday and 360,000 on Sunday.*

To download a picture, visit Transcontinental's home page at www.transcontinental.com.

About Transcontinental

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients along with a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and the sixth largest in North America. It is also Canada's leading publisher of consumer magazines and French-language educational resources as well as the country's second-largest community newspaper publisher. Transcontinental's digital platform delivers unique content through more than 120 websites. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database analytics, premedia,

email marketing, and custom communications. Transcontinental is a growing company with a culture of continuous improvement and financial discipline, whose values, including respect, innovation and integrity, are central to its operation.

Transcontinental (TSX: TCL.A, TCL.B) employs approximately 13,500 employees in Canada, the United States and Mexico, and reported revenues of \$2.4 billion in 2008. For more information about the Corporation, please visit www.transcontinental.com.

- 30 -

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