

*For Immediate Release*

## **Sylvain Bédard appointed Vice President, Business Solutions and Group Publisher for Les Affaires Group**

Montreal, September 18, 2013 – TC Media is pleased to announce the appointment of Sylvain Bédard as Vice President, Business Solutions and Group Publisher for Les Affaires Group. With a background as an economist, Sylvain Bédard has worked for over 25 years in the field of business and financial information. He takes over from Stéphane Lavallée, who has decided to take on new career challenges.

“I’d like to sincerely thank Stéphane Lavallée for his major contribution to the transformation and growth of the Business Solutions group over the years and I wish him every success in the future,” said Pierre Marcoux, Senior Vice President, Business Information Solutions and Education, TC Media. “Stéphane has kept us apprised of his thinking over the past several weeks and we have been working to identify his successor and ensure continuity in the group’s operations. I am thus happy to announce the appointment of Sylvain Bédard to his new duties, as Sylvain has driven the expansion of our brands *Finance et Investissement* and *Investment Executive* since 2009.”

Sylvain Bédard joined TC Media in 1988 as Director of the Book Division of Publications Transcontinental, now called Éditions Transcontinental. In 2000 he moved to Business Solutions as Chief Editor for *Finance et Investissement* and added the title of Associate Publisher a year later. He was then promoted to Business Magazine Publisher with responsibility for *Affaires PLUS*, *Commerce*, *PME*, *Vision Durable*, *Force*, *Finance et Investissement* and *Investment Executive*, all in a single group. In 2009, Sylvain became Group Publisher of the Finance Group, with its focus on the cross-platform brands *Finance et Investissement* and *Investment Executive*.

### **About TC Media**

Canada’s leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website [www.tc.tc](http://www.tc.tc).

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