

For immediate release

TC Transcontinental wins in the "Business Transfer" category at the *Mercuriades Awards*

Montreal, May 17, 2016 – Transcontinental Inc. (TSX: TCL.A TCL.B) is proud to have won the *Mercurie* award in the "Business Transfer" category at last night's prestigious *Mercuriades* competition, organized by the Fédération des chambres de commerce du Québec (FCCQ) and held at the Palais des congrès in Montreal. The "Business Transfer" *Mercurie* award recognizes a company that has successfully transferred powers while securing its future through a development or growth plan.

"I am moved and also very proud of this vote of confidence in TC Transcontinental from Québec's business community," said Mr. Rémi Marcoux, founder and member of the Board of Directors of Transcontinental Inc. "My dream has always been to build a great company and to leave a legacy. After many years of preparation, it is deeply rewarding to witness the second generation take the reins and pursue TC Transcontinental's growth. This recognition is particularly timely as we celebrate the company's 40th anniversary this year."

Ms. Isabelle Marcoux, Chair of the Board of Directors of Transcontinental Inc., added: "We are honoured that TC Transcontinental has distinguished itself with the *Mercurie* award for 'Business Transfer'. This distinction highlights a successful transition as the new generation brought together a solid team of seasoned managers and a strong Board of Directors. Executing this shift of power while reinvigorating the company's growth has been quite an accomplishment. In fact, with this renewed talent, TC Transcontinental was able to redefine its strategic direction by focusing on strengthening its assets and diversifying its activities into flexible packaging."

The *Mercuriades Awards* have been held since 1981 by the Fédération des chambres de commerce du Québec, the province's largest business network. The awards recognize excellence and expertise of companies that contribute to Québec's development. The award winners are an inspiration for the next generation of entrepreneurs and for Québec's entire economic community. In April 2015, Ms. Isabelle Marcoux was the recipient of the "Germaine Gibara Leadership" award, Large Company category. This award recognizes the exceptional contribution of a businesswoman. In 1988, Transcontinental Inc. was the recipient of the "Business of the Year" award, SMB.

About TC Transcontinental

Canada's largest printer, with operations in print, flexible packaging, publishing and digital media, TC Transcontinental's mission is to create products and services that allow businesses to attract, reach and retain their target customers.

Respect, teamwork, performance and innovation are strong values held by the Corporation and its employees. The Corporation's commitment to all stakeholders is to pursue its business and philanthropic activities in a responsible manner.

Transcontinental Inc. (TSX: TCL.A TCL.B), known as TC Transcontinental, has over 8,000 employees in Canada and the United States, and revenues of C\$2.0 billion in 2015. Website www.tc.tc

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For information:

Media

Nathalie St-Jean
Senior Advisor, Communications
TC Transcontinental
Telephone: 514-954-3581
nathalie.st-jean@tc.tc
www.tc.tc

Financial Community

Jennifer F. McCaughey
Vice President, Communications
TC Transcontinental
Telephone: 514-954-2821
jennifer.mccaughey@tc.tc
www.tc.tc