

FOR IMMEDIATE RELEASE

**Canadian Media Network's Re-Branding Communicates  
Key Strengths and Outstanding Customer Results**

Toronto, ON, April 19, 2010 – After 15 years of leadership in flyer program planning, design and distribution deployment, Canadian Media Network proudly changes its name to Targeo, introducing a re-positioning, revitalized brand initiative and exciting new corporate identity.

Toronto-based Targeo, a Transcontinental Company, is a leading Canadian business offering comprehensive, 360-degree unaddressed and addressed up-to-the-minute call2action multiplatform distribution strategies and services that accurately target every segment and market across the country. Its recently introduced online platform is [www.DealStreet.ca](http://www.DealStreet.ca).

“Changing our name to Targeo better communicates our leading analytic and strategic strength in geo-targeting and geo-localized distribution deployment for Canadian retailers aiming to achieve or maintain a leadership position,” said Geoff McCullough, Sales Director.

“We have advanced skills and resources to help our customers achieve outstanding results by designing, managing and supporting powerful multiplatform flyer program solutions for print and online channels. Our customers reach their targets more efficiently, and they save costs and time, which frees them up to focus on growing their companies,” he stated. “Our success has come through helping our customers improve their ROI, which helps them increase their success. In our business, it’s all about results.”

Using a map locator as a powerful visual statement symbolizing its analytic and targeting sophistication, Targeo’s new corporate identity reflects the simplicity and strength of its organization and focus. It also represents its innovative proprietary software management solution that enables Targeo to design and deploy programs better than any other service agency.

The new corporate tagline communicates the cornerstone of the brand promise: “Leading results.” Targeo leads through customer results: higher sales, lower costs and greater customer loyalty.

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To learn how we can help you benefit from results like these, please call the Targeo team at the number below or visit Targeo on April 22, 2010 at the the RAC Symposium.

We look forward to welcoming you!

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FOR MORE INFORMATION:  
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#### **About Transcontinental Media**

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$607 million in 2009, Transcontinental Media is the largest publisher of French language consumer magazines and educational resources in Canada, and the largest publisher of local and regional newspapers in Eastern Canada. Transcontinental Media publishes the weekday daily *Métro* in Montreal. It is also the leading distributor of door-to-door advertising material in Quebec with Publisac. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows users to maintain close relations with more than 6 million consumers.

Transcontinental Media has more than 120 web sites, attracting more than 4.2 million unique visitors per month.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada, the United States and Mexico, and reported revenue of C\$2.3 billion in 2009. For more information about the Corporation, please visit [www.transcontinental.com](http://www.transcontinental.com).

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