

For immediate release

TRANSCONTINENTAL DIRECT'S MAIL-GARD DIVISION OFFERS NEW CRISIS COMMUNICATION AND SECURITY BREACH NOTIFICATION SERVICES

Warminster, PA, June 1, 2009 – The Mail-Gard[®] division of Transcontinental Direct today announced it is now offering crisis communications support through its new service, Breach-Gard[®], designed to assist customers with a data security breach or other crisis communications requirements.

"Security breaches happen almost everyday and they can happen to virtually any company," said Jerry Montella, Vice President of Mail-Gard, "companies need to keep their customers informed of what steps are being taken to mitigate the damages caused by such an event." Data security breaches are the number one reason for crisis communications, but other issues requiring notifications may be legal issues, media inquiries or a business interruption, just to name a few.

Mail-Gard's Breach-Gard[®] service is an on-line, client-interactive offering that will prepare customers before an event, so that if and when services are needed they can be executed immediately. The service will enable companies to reach their customers through a variety of channels, including mail, e-mail, web and text.

In order for companies to react in a timely manner, it is important that the service be established prior to need. Mail-Gard works with customers to establish three key segments for fast and efficient communications: data, business rules, and message delivery. Mail-Gard's PCI (Payment Card Industry) certification gives customers peace of mind that data stored in their facility is safe and can be retrieved when needed. Business rules will establish message formats, timing and frequency of communications depending on the type of notification. Finally, message delivery will trigger the appropriate message, capture post-delivery disposition and identify next communication rule.

For more information about Breach-Gard, email mailgardsales@transcontinentaldirect.com or visit www.mailgard.com.

About Mail-Gard

Mail-Gard, a Transcontinental Direct Company, is one of the leading providers of print-to-mail continuity and recovery services. Mail-Gard maintains two dedicated recovery facility that supports cut sheet, continuous form, duplex, MICR and color printing as well as accumulating, folding and inserting capabilities in conjunction with on-site U.S. postal substations and warehousing. In case of any business interruption - human error, power outage, or natural disaster - Mail-Gard can ensure that a company's invoices, statements and other critical documents will reach customers and vendors. Additional information can be found at www.mailgard.com or call 267-960-3100.

About Transcontinental Direct

Transcontinental Direct is one of the country's leading direct marketing services providers. Through its nationwide network of facilities, the company offers a portfolio of solutions, including direct mail and fulfillment services, postal optimization, database marketing and analytics, forms and commercial printing, statement processing and business continuity and recovery services. Transcontinental Direct is a subsidiary of Transcontinental Inc. For more information: www.transcontinentaldirect.com.
Email: info@transcontinentaldirect.com.

About Transcontinental

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients and provides a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and fifth-largest in North America. It is also the country's leading publisher of consumer magazines and French-language educational resources, its second-largest community newspaper publisher, and its digital platform delivers unique content through more than 120 Web sites. 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) has approximately 14,000 employees in Canada, the United States and Mexico, and reported revenues of C\$2.4 billion in 2008. For more information, please visit www.transcontinental.com.

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