

April 15, 2013

C-1

TTC Commissioners
C/O General Secretary
Toronto Transit Commission (TTC)
100 Queen Street West, Suite B32
Toronto, ON M5H 2N2

Dear TTC Commissioners:

We are writing you regarding policy on the distribution of free newspapers in TTC stations.

As you know, the granting of the right to distribute free newspapers had been left to the discretion of the operator of newsstands on TTC premises. Under this policy, the incumbent newsstand operator used its discretion to grant exclusive distribution rights to one publisher.

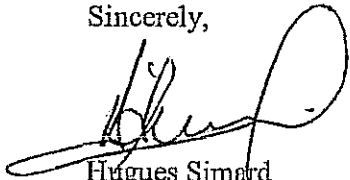
Last year, when the TTC considered this issue in the context of the renewal of the newsstand leases, Sun Media urged the Commission to ensure that the granting of distribution rights was handled in an open and transparent fashion, overseen by the TTC.

If one newspaper publisher is to have the exclusive right to have its free newspaper distributed in TTC stations, this right should be earned through an open competition in which all bidders are treated equally, with none given any special advantages.

In our view, the adoption of a transparent process is the only way to ensure fairness for all publishers and to maximize revenue for the TTC and hence for taxpayers.

Whatever you decide to do on the issue of the newsstand leases, it is essential that you ensure that the free newspaper issue is dealt with.

Sincerely,



Hugues Simard
Vice President Finance
Sun Media

**PRESENTED TO
THE COMMISSION**

MAY 24 2013