



Press release

Quebecor Media Group and Tuango: Two leaders announce exclusive strategic partnership

MONTREAL, March 1, 2017 – Quebecor Media Group, the largest media group in Québec, is joining forces with Tuango, Québec's largest online promotional network, in a partnership that will open up new opportunities for the customers of each.

Under the agreement, Quebecor's advertisers will be able to pay for advertising placements on Quebecor's multiplatform media inventory – television, digital, newspapers, magazines, out-of-home – with goods and services to be sold on Tuango.

Donald Lizotte, Executive Vice President, Advertising Network, Quebecor Media Group, sees strong potential for the pairing between the two Québec-owned firms: "We share the same values, so this alliance was a natural. It is based on an innovative new business model that will enable us to offer our existing customers new local and national opportunities, and also to bring in new customers who couldn't previously afford a media campaign with us. It's a win-win for everyone."

The exclusive partnership will position Quebecor Media Group to enter into more contra arrangements and will deliver significant volumes of new customers, visits and sales to its advertisers.

Nicole Tarazi, Vice President, Marketing & Partner of Tuango, is also confident that the arrangement will be beneficial to all. "This partnership will enable us to offer our members an even wider range of exclusive deals, since the contra agreement will attract even more major clients and strengthen our market-leading position."

Under the announced agreement, Tuango's partner-clients will have access to expanded options, including integration with off-line campaigns. They will enjoy extensive exposure opportunities on Quebecor Media Group properties combined with guaranteed immediate results from Tuango's digital network, which boasts close to 1.3 million email subscribers and draws 2 million visits per month on the Web and via its apps.

About Tuango

Launched in June 2010 in Montréal, Tuango provides its over 1 million subscribers with exclusive promotional offers for the best local merchants and national companies. Tuango has become the reference when it comes to discovering things to do and experiences around you.

Tuango has worked with businesses of all sizes and has published offers for some of the largest national brands such as La Ronde, Marriott, Fairmont, Evenko, Yves Rocher, Lindt, Costco, Cinémas Guzzo, Bureau en Gros and many more.

About Quebecor Media Group

Quebecor Media Group is a news and entertainment media leader that includes newspaper, publishing, music TVA Group Inc., out-of-home, printing and distribution operations, as well as an advertising sales & marketing division and a press agency. Through its brands, Quebecor Media Group delivers a superior customer experience and supports the dissemination of culture.

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In order, from left to right: **Eduardo Mandri** Co-president of Tuango, **Nicole Tarazi** Vice President, Marketing of Tuango, **Katia Villeneuve**, Regional Sales Director for Montreal, Eastern Township and Mauricie of Quebecor Media Group, **Donald Lizotte** Executive Vice President, Advertising Network of Quebecor Media Group.