



PRESS RELEASE
For immediate release

Journal de Montréal & Journal de Québec J5 application now tablet-ready

Montreal, October 23, 2017 – *Le Journal de Montréal* and *Le Journal de Québec* are launching a tablet-ready version of their popular J5 application, already available for mobile devices and Apple Watch. J5 has been downloaded by more than 600,000 users since its launch in 2014. The app, which is updated in real time throughout the day, enables readers to catch up with the latest news on their tablet.

Even more choice

The J5 application is offered as an add-on to the dailies' print editions, which remain central to their business model, and provides advertisers with a premium showcase for their products and services on multiple platforms, including mobile devices, Apple Watch, and now tablets. As yet another digital solution provided by *Le Journal de Montréal* and *Le Journal de Québec*, the tablet-ready app contributes to Quebecor's digital strategy and strengthens its leadership position in the digital media sector.

"We are pleased to provide our readers with this added opportunity to access our content on the platform of their choice, including print and digital editions, our web sites, and the J5 app available on mobile devices, Apple Watch, and tablets," states Lyne Robitaille, President and Publisher, *Le Journal de Montréal* and Senior Vice-President, Newspapers, Books, and Magazines, Quebecor Media.

Real-time update

This new J5 version, available free-of-cost on Apple Store and Google Play, offers even easier and more intuitive navigation than before. Faithful to the recipe which made it successful, J5 now updates in real time throughout the day. On their tablets and cell phones, readers will have constant access to the latest news developments, sports and events as well as the World, Features, Money and Opinions sections. To this offer, they can also add 5 sections or subsections according to their preferences to benefit from an even more personalized experience.

New functionalities

Something else that's new: in this J5 version, platforms are synced. So, readers can start reading an article on their cell phones and continue later on their tablets.

To enable readers to keep up with breaking news in real time, *Le Journal de Montréal* and *Le Journal de Québec* invite them to download their free J5 app on Android via Google Play or on iOS 10 and more recent versions on the App Store.

About Quebecor newspapers

Quebecor newspapers include *Le Journal de Montréal*, *Le Journal de Québec*, and *24 Heures*, available in print and digital versions. Quebecor newspaper content can be read on all digital platforms, including online at JournaldeMontreal.com, JournaldeQuebec.com, and JournaldeMontreal.com/24heures and on the free customizable J5 mobile application available from *Le Journal de Montréal* and *Le Journal de Québec*.

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Information:

Annie Martineau
Media Agent, Quebecor
514 526-9251 #2704
annie.martineau@tva.ca