



PRESS RELEASE

For immediate release

Quebecor and Shawinigan's La Cité de l'Énergie Form Partnership

La Cité's outdoor amphitheatre to be known as the Amphithéâtre Québecor

Shawinigan, May 8, 2018 — Quebecor and La Cité de l'Énergie of Shawinigan today announced a partnership to raise the profile of La Cité, a major tourism and cultural institution in the Mauricie and Centre-du-Québec regions. As part of the five-year agreement, La Cité's outdoor amphitheatre was renamed the Amphithéâtre Québecor today.

Michel Angers, mayor of Shawinigan, Pierre Giguère, MNA for Saint-Maurice, Roland Désaulniers, chairman of the board of La Cité de l'Énergie, Robert Trudel, general manager of La Cité de l'Énergie, Katia Villeneuve, regional sales director for the Mauricie, Estrie, Centre-du-Québec and Montréal regions for Quebecor, Jean-Philippe La Couture, producer and event manager at Cirque Éloize, and many distinguished guests were on hand for the announcement.

Said Ms. Villeneuve: "Quebecor is proud to be partnering with La Cité de l'Énergie, an organization that, like our own, is deeply committed to the cultural and economic development of the beautiful Mauricie region. Under this partnership, we will marshal the strengths of all our brands to raise La Cité de l'Énergie's profile even further in all parts of Québec."

Mr. Trudel added, "Over the years, La Cité de l'Énergie has become a tourism and cultural attraction of international stature. Our partnership with Quebecor will greatly enhance the visibility of all of La Cité's activities, which will in turn benefit the many other attractions in our region."

The heated and canopied outdoor Amphithéâtre Québecor offers audiences a unique immersive experience. Spectators are seated on an immense, 30-metre-diameter platform that can accommodate almost 900 people and revolves during the show to provide changing views of the enchanting natural setting. This summer, the amphitheatre will host the Cirque Éloize production of *Nehza* every evening at sunset from July 3 to August 18.

About La Cité de l'Énergie

Ranked as one of Québec's top 5 attractions by *Best of Québec*, La Cité de l'Énergie is a theme park that opened to the public in 1997 and receives some 150,000 visitors per year. Its mission is to preserve and showcase the history and industrial heritage of Québec's Mauricie region. The complex comprises several sites and offers visitors many activities, several of them for the first time this year, including brand-new exhibits at the Science Centre and a brand new multimedia show; the Canada in the World exhibit at the Prime Minister Jean Chrétien Museum; a 115-metre

observation tower; tours of the Former Shawinigan Aluminum Smelting Complex National Historic Site of Canada; the Jardins de la Synergie; a river cruise; a sightseeing tour of Shawinigan; and the outdoor amphitheatre, which has been hosting shows in July and August every summer since 2001.

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec and employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

Visit our website: www.quebecor.com

Follow us on Twitter: twitter.com/Quebecor

— 30 —

Information:

Annie Martineau | Press Officer | annie.martineau@tva.ca | (514) 526-9251 #2704

Nicole Abran | Cité de l'énergie | 1 866 900-2483 or 819 536-8516