

PRESS RELEASE

For immediate release

Quebecor supports Montreal International Black Film Festival
Becomes major partner and establishes scholarship

Montréal, August 28th, 2018 — In keeping with its commitment to culture and cinema, Quebecor today announced support for the Montreal International Black Film Festival (MIBFF), which is holding its 14th edition from September 25 to 30, 2018. Quebecor will be the Festival's major partner for the next three years and is also creating the \$5,000 Quebecor Diversity on screen scholarship for aspiring young film professionals. The MIBFF, the largest event of its kind in Canada, has welcomed thousands of visitors and screened movies from more than 50 countries since its inception. In addition to providing financial backing, Quebecor will mount a large-scale promotional campaign in its media outlets to support the event.

"We are proud to be able to support the vitality and diversity of independent cinema by partnering with the MIBFF," said Pierre Karl Péladeau, President and CEO of Quebecor. "Film gives us a compelling and authentic portrait of a people. The MIBFF is a marvelous opportunity to look beyond borders and experience other cultures from around the world."

"This major partnership with Quebecor places the MIBFF on a firm footing and also strengthens its national positioning," said Fabienne Colas, founding President of the Montreal International Black Film Festival. "For 14 years, the MIBFF has provided a showcase and given voice to thousands of artists who would otherwise have gone unseen and unheard, while bringing in celebrities from the four corners of the earth."

Quebecor Diversity on screen scholarship

The Quebecor Diversity on screen scholarship will be awarded to a young member of the black community who wants to pursue audiovisual studies. Its objective is to help train the next generation of film and television professionals while promoting greater diversity both on the screen and behind the camera. "This scholarship, to be awarded by the Fabienne Colas Foundation, will help improve access and support cultural sharing," said Ms. Colas. "It's another concrete step towards creating a film industry that reflects today's diverse Québec."

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 working 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

About the Montreal International Black Film Festival

Created in 2005 by the Fabienne Colas Foundation, the Montreal International Black Film Festival (MIBFF) is currently the largest Canadian film festival entirely dedicated to black realities from all four corners of the globe. It aims to offer the public the most spectacular productions in black cinema and debate the great cultural, social, and socio-economic issues facing society. The MIBFF goal is to promote the development of the independent film industry and showcase more films depicting black realities around the world. The Festival seeks to prioritize local and international films that do not necessarily come under the spotlight, a new cinema that moves its audience and raises awareness—and a few eyebrows. In so doing, the MIBFF addresses issues and showcases art that makes you think and smile, provokes, bewilders, and shocks you—a new, fresh look at black cinema from all four corners of the globe! www.montrealblackfilm.com

— 30 —

Information:

Quebecor

514-380-4572

medias@quebecor.com