



PRESS RELEASE

For immediate release

The Quebecor family backs the Festival du nouveau cinéma

Montréal, September 25, 2018 — In keeping with its commitment to culture and cinema, Quebecor is proud to present the Festival du nouveau cinéma (FNC) for the 10th consecutive year. This year, the film fest will be held in Montréal from October 3 to 14. In addition to presenting the prestigious *Louve d'Or*, accompanied by a \$15,000 purse, to the best feature film in the international competition, Quebecor will have the honour of awarding the *Prix de la diffusion* to the best Canadian feature film. The new award comes with \$30,000 in advertising to help promote the winning film.

“The Festival du nouveau cinéma is an event we at Quebecor appreciate highly,” says Pierre Karl Péladeau, President and CEO of Quebecor. “It has a unique character, an avant-garde philosophy and a very rich line-up of films. As a partner since 2009, we are pleased to be able to help bring the best movies from Québec and the entire world to a wide audience at the Festival and also on Videotron’s illico platform, which has created an FNC section for the occasion.”

Strong support from Quebecor and its subsidiaries

In addition to providing financial assistance and mounting a large-scale promotional campaign in all their media properties, Quebecor and its subsidiaries are supporting the FNC in a variety of ways.

- As associate partner, **Videotron** will provide telecom services and broadcast a large selection of films from the FNC’s 2018 schedule on its illico service.
- For the first time, **MELS** will present the *Prix du public*, the people’s choice award for best short film in the official competition, accompanied by \$5,000 in movie equipment rental services.
- **Éléphant: The memory of Québec cinema**, Quebecor’s largest philanthropic project, will show the restored version of Ján Kadar’s film *Lies My Father Told Me* at the Cinémathèque Québécoise.
- The **Imperial Cinema**, in which Quebecor is a partner and has priority rental rights, will house the FNC’s main box office for the first time this year and host 23 screenings, as well as closing night and the awards ceremony.

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

— 30 —

Information:

Quebecor

514-380-4572

medias@quebecor.com