



**PRESS RELEASE**

**For immediate release**

**Martin Tremblay becomes Chief Operating Officer of the  
Quebecor Sports and Entertainment Group**

**Montréal, August 11, 2017** – Québecor President and CEO Pierre Karl Péladeau is proud to announce the appointment of Martin Tremblay as Chief Operating Officer of the Québecor Sports and Entertainment Group. In addition, Martin also becomes a member of the company's Executive Committee. In order to ensure the development of the Sports and Entertainment Group and the optimal coordination of its operations, Martin Tremblay will have his main office in Québec City. As part of his mandate, he will be responsible for all the activities of Gestev, of the Videotron Center, the Quebec Remparts and the Blainville-Boisbriand Armada.

"I had the privilege of offering Martin to join Québecor in 2010 and I have entrusted him with the overseeing the Québec City amphitheater project. He carried out this mission and, among other things, represented the company in the design and construction of what would become the Vidéotron Center. In 2012, I asked him to take on the responsibility of Québecor's communications as Vice-President, Public Affairs. In his new role, Martin will further contribute to the development and outreach of our company," said Pierre Karl Peladeau.

Originally from Saguenay, Martin Tremblay holds a Bachelor's degree in international relations from the *Université du Québec à Chicoutimi*. He previously worked for several years in political offices, including the Ministry of the *Ministère de l'Environnement* and the *Ministère des Affaires municipales du Québec* and was also employed by CASACOM, a public relations firm in Montreal.

Finally, Martin Tremblay was a member of the Quebec Major Junior Hockey League (QMJHL) Board of Governors from 2014 to 2017. He also filled the position of Vice President of the QMJHL Executive Committee during the last year.

**About Québecor**

Québecor, 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 Québecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Québecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.53% interest in Québecor Media, which employs more than 10,000 people in Canada.

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

Visit our website: [www.quebecor.com](http://www.quebecor.com)

Follow us on Twitter: [twitter.com/Quebecor](https://twitter.com/Quebecor)

Ariane Lareau  
Senior Counsel, Public Affairs  
Québecor

514-380-1996 |  
[ariane.lareau@quebecor.com](mailto:ariane.lareau@quebecor.com)