

The Pointe-à-Callière Foundation Receives a Huge Donation of Over \$1 Million from Quebecor

Montréal, November 24, 2016 – The Pointe-à-Callière Foundation gratefully acknowledges the exceptional \$1.125 million gift from Quebecor as part of its first major fundraising campaign. This donation will act as a lever for development and go to support the operation of the Montréal Archaeology and History Complex.

Quebecor is proud to contribute to the success of the Complex and its name will be attached to the pavilion showcasing the remains of fort Ville-Marie, the site where Montréal was founded. The Fort Ville-Marie – Quebecor Pavilion, to be inaugurated in May 2017 to mark Montréal's 375th anniversary, will help visitors better understand the colony's beginnings as it describes the daily lives of the first Montrealers, including Paul de Chomedey de Maisonneuve and Jeanne Mance, who devoted their lives to building a new society.

"We share Pointe-à-Callière's commitment to celebrating Quebec culture and making it accessible," says J. Serge Sasseville, Senior Vice President, Corporate and Institutional Affairs of Quebecor. "So it is a great honour for us to contribute to preserving the cultural and historical memory of Montréal and its builders. The Montréal Archaeology and History Complex is a vital project that is very important for our society, and we are delighted to play an active part in making it a reality."

"I wish to thank Quebecor most sincerely for its significant support for Pointe-à-Callière's mission. Its donation will go a long way toward supporting activities for the tens of thousands of young people who will learn about the important role played by our city's founders in the birth of a great modern metropolis," emphasizes Francine Lelièvre, Executive Director of Pointe-à-Callière.

A highly successful major fundraising campaign

The Foundation's major fundraising campaign, launched in November 2013, was a tremendous success. It raised over \$13 million thanks to contributions from a number of private-sector donors. The campaign team was co-chaired by Louis Vachon, President and CEO of the National Bank, and David McAusland, Partner with McCarthy Tétrault, backed up by many very committed members representing the business community.

About Quebecor

Quebecor, a Canadian leader in telecommunications, news media, entertainment 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 Quebec. It holds an 81.07% interest in Quebecor Media, which employs close to 11,000 people in Canada. A family business founded in 1950, Quebecor 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.

About the Pointe-à-Callière Foundation

The Pointe-à-Callière Foundation, created in 1993, supports Pointe-à-Callière's activities and growth. Right from the start it has contributed to all the Museum's major projects, including conserving the archaeological remains of the site where the city was founded, the creation of the Archaeological Field School on that site, the renewal of its multimedia shows and permanent exhibitions, some exceptional international exhibitions, and the acquisition and rehabilitation of the Mariners' House.

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