



PRESS RELEASE

For immediate release

Quebecor becomes major partner of the Montreal First Peoples Festival

Montréal, June 14, 2015 — Quebecor today announced that it has become a major partner of the Montreal First Peoples Festival under a three-year partnership with LAND InSIGHTS, the organizer of the annual festival. The 26th edition of the First Peoples Festival, to be held August 3-10 at the Place des Festivals in Montréal's Quartier des spectacles, will bring the general public multidisciplinary cultural and artistic programming that reflects the creativity of Aboriginal peoples here and elsewhere.

"Quebecor is committed to supporting culture and the talented artists and craftspeople who create it," said Pierre Dion, President and CEO of Quebecor. "Art in all its forms enlivens our community and helps drive Montréal's economic development. We are therefore proud to support the First Peoples Festival, which showcases the rich history of Aboriginal peoples and promotes their different cultures."

In addition to providing financial backing, Quebecor will mount a large-scale promotional campaign throughout its various media outlets to support the event.

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. 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.

Visit our website: www.quebecor.com

Follow us on Twitter: twitter.com/Quebecor

— 30 —

Information:

Martin Tremblay
Vice President, Public Affairs
Quebecor Media
514-380-1985
martin.tremblay@quebecor.com