



PRESS RELEASE

For immediate release

Quebecor becomes major partner of Ski Tour Canada 2016

TVA Sports will be the official French-language broadcaster

MONTREAL, February 29, 2016 – Quebecor is pleased to announce that it is supporting **Ski Tour Canada 2016** as a major partner. Ski Tour Canada 2016 is the first Cross-Country World Cup to be held in stages in Canada. The Québec races will take place in Gatineau, Montréal and Québec City between March 1 and 5, 2016. Quebecor will also be the presenting partner of three men's races and TVA Sports will be the official French-language broadcaster of the competition.

The series of races, produced by Gestev, will offer a unique opportunity to cheer on one of Canada's greatest cross-country skiers, Alex Harvey, as he takes on the world's best on his home turf.

"We are proud to be involved in sporting events that put Québec on the map," said Pierre Dion, President and CEO of Quebecor. "In our association with Ski Tour Canada 2016, we will be leveraging synergies among several of our subsidiaries in order to help make the competition a success. We know that physical activity is vitally important and that athletes have a positive impact on society as whole. This is why Quebecor is so proud to have been Alex Harvey's main partner for five years now and we are with him all the way in this key segment of the 2016 season."

Quebecor encourages fans to give Alex a virtual boost through the magic of social media by using hashtag #GoAlex2016. Fans can also go to [Alex Harvey's official Facebook page](#) for exclusive content and up-to-date information throughout Ski Tour Canada 2016.

As the official French-language broadcaster of Ski Tour Canada 2016, TVA Sports will carry every race and let Quebecers experience all the excitement of the events.

"TVA Sports is very proud to present this international competition in which athletes from 25 countries will vie for top honours," said Serge Fortin, Vice-President, TVA Sports. "Our broadcasting team will provide full coverage of Ski Tour Canada with our reporters on location to bring viewers all the thrills and spills of these world-class events."

At each Québec stop on the Tour, all spectators will be able to take advantage of the **Zone des fans TVA Sports**, a gathering place where visitors can warm up around an outdoor fire and relive childhood memories by roasting marshmallows while enjoying a superb view of the course. Free bells will be handed out for fans who want to ring out their support for the skiers.

Ski Tour Canada 2016 on TVA Sports

- Gatineau | March 1: Sprint (free technique) Women/Men: 1:30 p.m.
- Montréal | March 2: Mass start - Women: Noon (on TVA Sports 2)
Mass start - Men: 2:30 p.m.
- Québec City | March 4: Sprint (free technique) Women/Men: 3:30 p.m.
- Québec City | March 5: Pursuit (free technique) Women: 3:00 p.m.
Pursuit (free technique) Men: 4:00 p.m.

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 12,000 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.

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