



PRESS RELEASE For immediate release

Creativity and innovation: @Videotron and @QIMontreal join forces

MONTRÉAL, June 16, 2016 – Videotron and the Quartier de l'innovation (QI) are pleased to announce a partnership that will help spur the flagship district's development. As a Founding Member of QI, Videotron, whose head office is located within QI's boundaries, will invest \$300,000 to support promising projects at the Quartier de l'innovation, which recently placed second in the prestigious Paris daily *Le Monde*'s Grand Prix for Urban Innovation.

Among other things, Videotron's backing will support the development of a dynamic entrepreneurial community in Montréal as well as various initiatives to promote creativity and innovation, two qualities that are part of Videotron's DNA.



From left to right: Jean-Pierre Desrosiers, President of the Quartier de l'Innovation's board of director, Manon Brouillette, President and CEO of Videotron and Damien Silès, Executive Director, Quartier de l'innovation

Innovating every day

"We are proud to be a Founding Member of the Quartier de l'innovation, which is a natural fit for us," said Manon Brouillette, President and CEO of Videotron. "At Videotron, creativity and the search for innovative solutions are embedded in our daily work. Like QI, we question established paradigms every day in order to constantly innovate and keep raising the bar. Partnering with QI to actively participate in creating an innovation ecosystem in Montréal and, more broadly, to help build a smart city was therefore a logical move for us."

"This is another watershed moment for QI," said Damien Silès, Executive Director of the Quartier de l'innovation. "This support will enable us to maintain and expand creative projects that hold great promise for the city and continue promoting QI nationally and internationally. Videotron will contribute directly to QI's development, demonstrating once again the private sector's important role in Montréal's innovation ecosystem. We are proud to have them among our corporate members."

Videotron will be involved in a number of QI initiatives, to be unveiled at a press conference on June 28.

About the Quartier de l'Innovation (QI)

The Quartier de l'innovation is an innovation ecosystem in the heart of Montréal that aims to enhance the city's creative potential. It was launched in May 2013 by the École de Technologie Supérieure (ÉTS) and McGill University, with Concordia University coming on board in 2015. QI draws on the complementary resources of its founding institutions and many partners in research, education, innovation and entrepreneurship. It is located in the area bordered by René Lévesque Blvd. to the north, the Lachine canal to the south, McGill Street to the east and Atwater Avenue to the west. It is active in four areas:

education and research, social and cultural, industrial, and urban. For more information, see www.quartierinnovationmontreal.com

Videotron (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone and mobile telephone services. Videotron is a leader in new technologies with its illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of March 31, 2016, Videotron was serving 1,722,000 cable television customers, including 1,568,900 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,578,100 subscribers to its cable service as of March 31, 2016. As of the same date, Videotron had 795,700 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,304,300 Québec households and organizations. For the eleventh consecutive year, Videotron was ranked as Québec's most respected telecommunications company in the annual Léger survey.

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Quartier de l'innovation

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