



**FOR IMMEDIATE RELEASE**

## **Montreal Alouettes announces major partnership with Videotron**

**Montreal, March 27, 2023** – The Montreal Alouettes announced today a new major multi-year partnership with Videotron, Canada's telecommunications and entertainment leader.

Videotron will contribute to enhance the fan experience during home games, as well as outside of Percival Molson Memorial Stadium during specific events.

The Videotron logo will also be featured on the Alouettes home and away jerseys for seasons to come.

### **Home opener**

To highlight this new partnership, Videotron will be the title sponsor of the Montreal Alouettes home opener, on June 10, at 7 pm, against the Ottawa REDBLACKS, at Percival Molson Memorial Stadium. Videotron will count on Quebecor's expertise to showcase a unique halftime show lineup, which will be of great entertainment value for all fans.

Stay tuned: an announcement regarding the half-time show lineup and the individual ticket sales date will be announce soon.

"This association with Videotron is a natural fit", said Alouettes director of sales and corporate partnerships Brian Weightman. "The company is rooted in the culture of Quebecers and they have always had a real passion for sports. We are very pleased with this agreement today".

"It is with great pride that Videotron is partnering up with the Montreal Alouettes, along with their rich history. This partnership reiterates our engagement toward the sports and entertainment industries. On top of supporting and highlighting the sports elite, it is equally important for us to contribute to the growth of a new community of fans that brings people together, and one that is well entrenched in Québec," declared Frédéric Déry, Marketing Vice President – Residential market, Videotron and Fizz.

### **About Videotron**

Videotron, a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in television, entertainment, Internet access, wireline telephone and mobile telephone services. Videotron is a leader in new technologies with its Helix home entertainment and management platform. As of December 31, 2022, Videotron was serving 1,396,100 television customers. It had 552,900 subscribers to its Club illico and Vrai video streaming services. Videotron is also the Québec leader in high-speed Internet access, with 1,904,200 subscribers as of December 31, 2022. As of the same date, Videotron had 1,710,400 subscriber connections to its mobile telephone service and was providing wireline telephone service to 751,200 households and organizations. Videotron has been crowned the telecommunication company offering the best customer service in Quebec.



**About the Montreal Alouettes**

Founded in 1946, the Montreal Alouettes possess a rich history. The organization has had its name inscribed seven times on the Grey Cup (1949, 1970, 1974, 1977, 2002, 2009, 2010), a trophy awarded yearly to the champion of the Canadian Football League. They play their home games at Percival Molson Memorial Stadium, on beautiful Mount Royal.

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